



**real**wireless.

independent wireless experts

# Commercial property

Commercial properties face a new challenge: **full connectivity.**

And connectivity is the new utility.  
**Is your property ready?**

[real-wireless.com](http://real-wireless.com)



Today almost everyone socialises, talks and texts on a mobile phone. But an increasing number of people also use mobile devices to work, book travel, buy products, videoconference and much more.

In many countries there are more wireless devices than there are people. These devices support more than just voice, but that's only half of the story. In addition, the Internet of Things is driving exponential levels of connectivity: 8 billion connected devices today; 29 billion predicted by 2022.

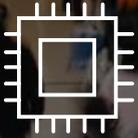
A few years ago, handling this volume of data would have been impossible. Today it is business critical. But it requires more powerful, intelligent and varied communications systems than ever before. **If your property isn't smart and connected, it isn't fit for purpose.**

**29 billion**  
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### **New demands on property owners**

Commercial properties will have a problem attracting tenants and businesses if full connectivity is not part of their offering. Today, everyone, of any age, expects to be able to use a wireless device in any workplace, office or property. Today, most consumer services and business applications are designed on the premise of full and ubiquitous connectivity.

To meet these expectations, new buildings and developments need to be planned with comprehensive connectivity in mind and existing buildings will need to be made ready for wireless working. This requires not simply good wireless coverage but also sufficient capacity to support smooth wireless working. If there isn't, then you're not wireless-ready.



## Too much technology?

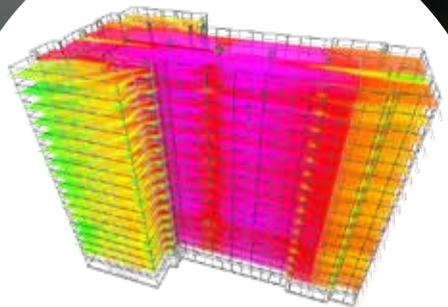
Wireless isn't one technology or one piece of equipment. It includes usually a combination of a number of the following: 2G, 3G, 4G, 5G, PMR, TETRA, satellite, Bluetooth, Wi-Fi, NFC and IoT. These technologies are supported by architectures and infrastructures such as small cells, macro cells, VSATs, DAS, beacons, backhaul, microwave and more.

Allowing people and things to keep connected on a wireless device is more technical and more demanding than ever before. And investment needs to be linked to ROI. In other words, **connectivity needs to be part of your business modelling.**

But visitors, guests, clients and workers do not think about how this is achieved. They want to come into your property and connect their laptop, tablet, phone or two-way radio – in the building, in the car park, in the basement or on the roof – with little or no fuss.

And if you can't meet their requirements they may take their business to a place that can.

If your property isn't smart and connected, it isn't fit for purpose



We use our own sophisticated modelling tools to make informed techno-economic recommendations



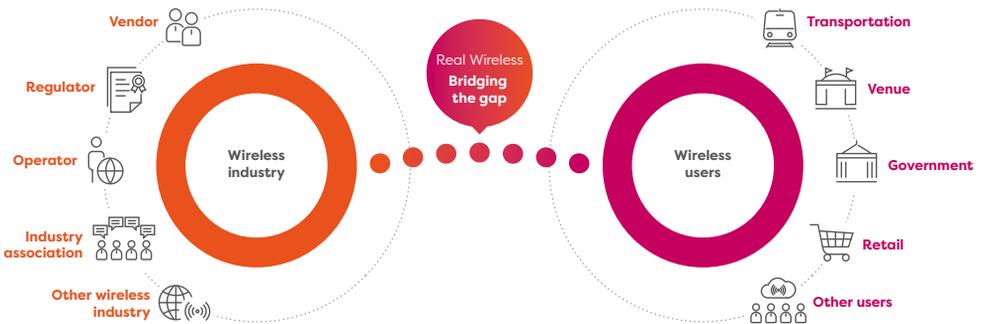
## Ask the people who know

The wireless needs of commercial property have not been fully served by experts who can understand and define its connectivity needs. Until now.

Real Wireless experts have been involved in all areas of connectivity since the early days of the mobile phone – and sometimes longer. They are engineers, economists, strategists and market analysts.

Our experts have developed models for connected stadiums, airports, stations, tunnels, urban and rural communities and, of course, commercial property.

Their mission is to build bridges between the wireless industry and users of wireless: to help industry meet the needs of its customers and to help users get the best from technology.



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## **Our expertise – your advantage**

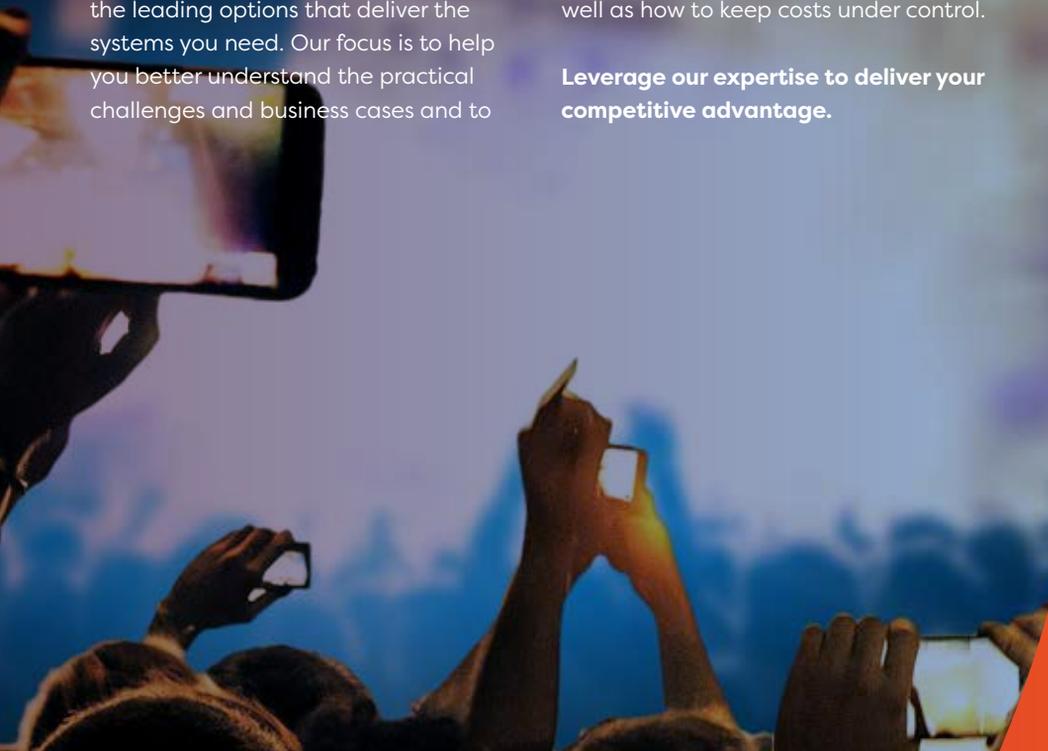
We have helped design and build connectivity for some of the world's leading venues, stadiums, shopping malls, offices and transport hubs. At the same time, we have used this expertise to forge a unique set of techniques and software tools designed to deliver better answers faster.

We will assess your connectivity requirements to prioritise and present the leading options that deliver the systems you need. Our focus is to help you better understand the practical challenges and business cases and to

provide advice on the long-term management support requirements, as well as how to keep costs under control.

**Leverage our expertise to deliver your competitive advantage.**

**Connectivity needs  
to be part of your  
business modelling**



## Maximise your investments

Real Wireless is the only advisory firm whose experts have actually engineered, designed, supplied, developed and helped to regulate the technologies that now dominate the communications landscape.

Our clients include UK and international football stadiums, airports, transport organisations, smart cities, British and European governments and international institutions.

We offer a wide range of capabilities for the public and private sectors – which includes wireless coverage and capacity advice, management services, business modelling and system modelling. And we are fiercely independent.

We don't promote technologies. We deliver robust and cost-effective connectivity solutions that will satisfy your tenants and help you maximise your investments.



Venues & Campuses



Transport



Government



Commercial Property



Urban Development



Rural Development

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