

Vodafone Sure Signal Premium delivers high-performance indoor capacity and coverage for business

- **UK's first enterprise-grade indoor capacity and coverage solution**
- **Robust design and rapid installation service**
- **Supported by Vodafone £900m network investment**
- **Provides a platform for the enterprise of the future – supporting location-based analytics and mobile device management**

Vodafone UK has launched its Sure Signal Premium service for medium and large businesses who need high-quality, seamless 3G and Ultrafast 4G* mobile coverage throughout their workplace. Unlike previous indoor mobile coverage solutions, Sure Signal Premium can be installed rapidly and securely connects to the Vodafone network. It is designed to provide a platform for future enterprise with support for location-based analytics and mobile device management.

With the growing use of smartphones and other smart devices in the workplace, not only for voice but increasingly for enterprise apps, businesses depend on high-quality, high-speed 3G and Ultrafast 4G* capacity throughout their workplaces. Research has shown that around two-thirds of mobile usage is indoors**, and employees expect to be fully connected and available on their mobile devices wherever they are.

"The rise of the smartphone, mobile apps and BYOD (Bring Your Own Device) in the workplace means high-quality, high-speed indoor coverage is no longer just a nice-to-have for business," said Fergal Kelly, CTO at Vodafone UK. "With Sure Signal Premium, large businesses can satisfy rising indoor capacity and coverage demands in a highly integrated, well managed way. This new service is just one benefit from the £900m we spent last year on our fixed and mobile network in the UK. This is one of the reasons 72% of FTSE 100 companies choose Vodafone to meet their communications needs."

The first enterprise grade indoor mobile coverage solution of its kind in the UK, Signal Premium has been developed by Vodafone in partnership with NEC, a market leader in the supply and system integration of indoor mobile coverage solutions and SpiderCloud Wireless, a specialist provider of platforms that deliver unprecedented mobile coverage and capacity to enterprises.

Intended for businesses with 320 or more employees and more than 3,200 square metres of floor space, the solution can scale up to support many thousands of users. It can be installed as quickly and easily as WiFi and seamlessly self-configures to provide perfect voice and data service. Vodafone's expertise means customers will receive a robust design, delivery and installation service, leaving them with the best possible coverage and capacity setup for their unique building layout.

As the only UK company to own an integrated fixed and mobile network, Vodafone is ideally positioned to provide the best possible connection for large businesses. Through innovative Sure Signal technology that is both robust and secure, we're giving businesses the power of smarter communications and an always connected workforce.

- Ends

Notes:

* Ultrafast 4G Sure Signal Premium available in summer 2014 and is dependent on location

** Keynote speech, Small Cells Americas, Dec 2013: Gordon Mansfield
www.slideshare.net/SmallCellForum1/keynote-speech-by-gordon-mansfield-at-small-cells-americas-dec-2013

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About Vodafone

Vodafone is the world's leading mobile communications provider, operating in more than 30 countries and in partnership with networks in over 40 more. Across the world, we have almost 360 million customers and around 19 million in the UK. We made the first ever mobile phone call on 1 January 1985 from our Newbury headquarters. Still located in Newbury, we now employ over 8000 people across the UK.

Vodafone is the communications partner of choice for British business leading the way in innovation, quality and network and providing a range of voice, data services and business solutions. Vodafone UK is the leading unified communications provider for businesses of all sizes and we are the first mobile phone operator to be able to offer a truly converged service for fixed and mobile.

About SpiderCloud Wireless

SpiderCloud Wireless develops breakthrough, small cell network platforms that allow mobile operators to deliver unprecedented cellular coverage, capacity and smart applications to enterprises. SpiderCloud Wireless is based in San Jose, California and is backed by investors Charles River Ventures, Matrix Partners, Opus Capital and Shasta Ventures. SpiderCloud Wireless is a registered trademark and SmartCloud a trademark of SpiderCloud Wireless, Inc. © 2014 SpiderCloud Wireless, Inc. For more information visit www.spidercloud.com and follow the company on Twitter http://twitter.com/spidercloud_inc

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at <http://www.nec.com>.