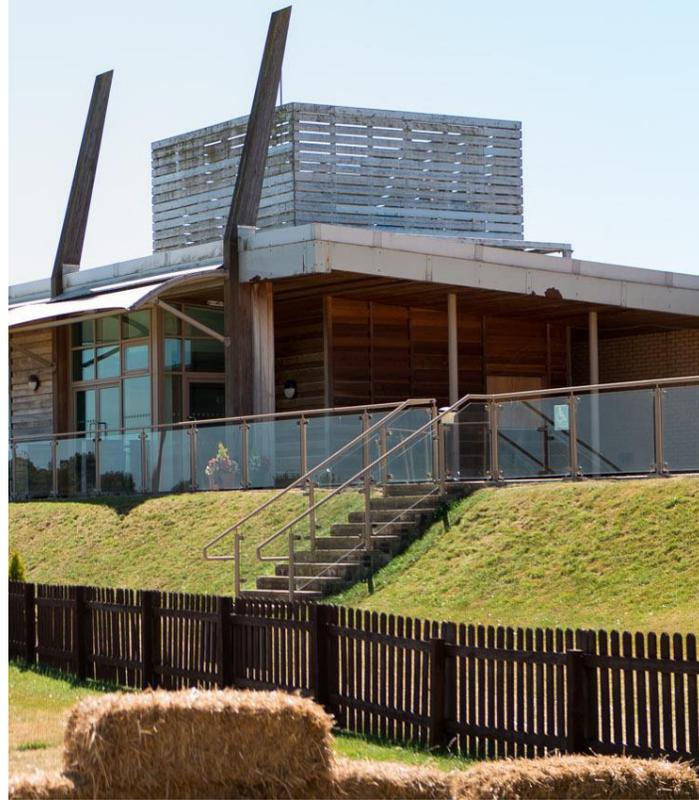


# An Epic Example of Cutting-Edge Mobile Connectivity

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JULY 8, 2020

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SIGNALBOOSTERS



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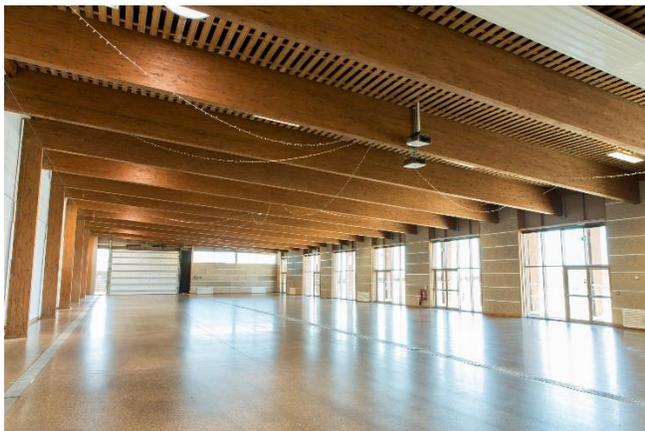
**Cel-Fi Mobile Signal Boosters solved a major issue of mobile phone connectivity for the Epic Centre at the Lincolnshire Showground.**

At the point of contacting Frequency Telecom, this high-quality events space, needed a solution to deliver the seamless mobile connectivity its customers demanded.

## The Space

Comprising three exhibition halls, six meeting rooms and a fully equipped kitchen, the award-winning Epic Centre offers a diverse, multi-functional building designed for meetings, conferences and events of many different types.

The ground floor is an impressive 1,836m<sup>2</sup> which can be used entirely or partitioned into two or three halls. With roller-shutter doors at each end (which are large enough to drive even a combine harvester through!), it's one of the largest and most flexible spaces in the region. The six smaller meeting rooms, located on the first floor with views across the Showground, have the same partitions which allow them to be separated into a variety of sizes depending on requirements. These meeting rooms lead out onto the terrace and work well for smaller events. Offering a varied space like this to a wide range of customers in the 21st century means the building must have 21st century communications too.



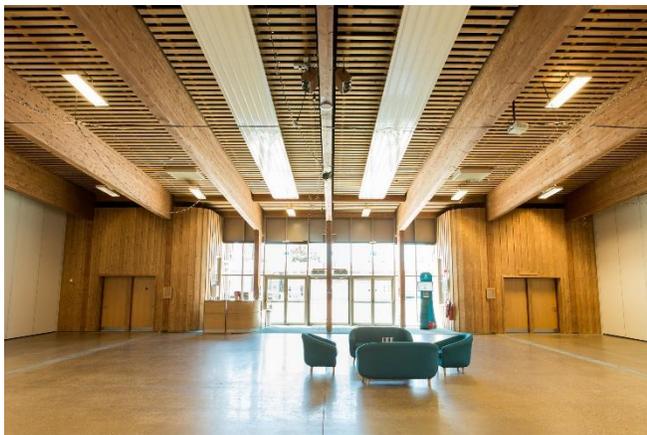
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## The Challenge

The team at the venue, led by CEO Jayne Southall, faced a serious challenge, however, as the construction of the venue from reclaimed steel girders created a faraday cage effect that blocked the mobile phone signal within the building. Faraday cages shield their interiors from electrical fields, meaning the mobile phone signals so ubiquitous today could not penetrate the interior.

Reclaimed steel girders were used because the building was designed to be as sustainable as possible. However, whilst wanting to provide customers with a building that had strong 'green' credentials, the team still had to meet the communications needs of its customers and their guests.

Doing nothing would have meant visitors would not be able to get a signal inside – meaning they would have to go outside to make calls, receive emails and check other services on their mobile devices. This would have meant that more breaks would need to be taken during events and conferences, which of course would be very disruptive and unacceptable to Jayne and her team. The bottom line was, no mobile signal inside would mean an impact on the attractiveness of the venue from a sales perspective.



Realising something needed to be done, Jayne spoke with service provider O2, and was told that a booster mast could be fitted. However, the cost was highly prohibitive. No other solutions were forthcoming from the networks, so Jayne turned to the Cel-Fi platform after a

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Google search. Of particular importance was that all Cel-Fi products comply with OFCOM regulations (OFCOM SI 2018/399) and can be used without a licence.

Jayne explains, “I called Frequency, the UK Distributor for Cel-Fi, and spoke with Colin Giles (Account Manager and Cel-Fi expert), who pulled out all of the stops to understand the issue and come up with the solution. We only had a limited time to solve the problem, so we not only needed a system that worked, but we needed it fast. Colin and his team did not let us down and we can now deliver the right level of connectivity our customers expect.”

### **The solution and the result**

The company’s specialists sprang into action – specifying and fitting a Cel-Fi GO-X system in just three weeks – delivering exactly what was needed to make sure the venue could have its grand opening with no connectivity worries.

**CEL-FI™  
GO X**



This highly evolved signal booster can amplify mobile signals up to an impressive 100 dB, and it also has a rugged IP65 rated design, which means it can withstand harsh conditions including dust or water exposure. Cel-Fi GO X also uses award-winning Intelliboost signal processing to deliver the industry’s largest coverage footprint, with the best voice and data wireless performance. Cel-Fi GO X also has the benefit of not interfering with other wireless devices.

This multi-carrier solution is ideal for use in commercial properties, government buildings, agricultural settings, small manufacturing operations, rural areas, businesses and even large homes. The solution chosen for the Epic Centre supports all networks and since the system was fitted, the mobile signal has gone from zero to a steady two-three bars.

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Jayne says that having a strong and steady mobile signal is a great USP for the venue to add to all the other high-quality services this attractive, sustainable and popular venue offers. Thanks to Cel-Fi and Frequency Telecom all the venue's visitors can have an Epic time, all of the time.

OFCOM Licence Exempt Cel-Fi Mobile Signal Boosters distributed throughout the UK and Ireland by Frequency Telecom

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