

Client	CommScope	Writer	Jerry Soverinsky
Project	Best Practices for LTE video script	Draft	3

<u>VIDEO</u>	<u>AUDIO</u> (ALL V.O.)
CommScope logo animation.	FADE IN MUSIC.
FADE IN on a crowd of people, an urban setting. People talking on cell phones. Two teenagers watching youtube on a subway train.	DATA USAGE CONTINUES TO GROW, PLACING TREMENDOUS STRAINS ON YOUR EXISTING NETWORKS.
Callback on the crowds of people. A MAN shouts into his smartphone. He shakes his head in frustration — fallout from another poor connection.	YOU NEED TO FIND A WAY TO EXPAND CAPACITY <i>EFFICIENTLY</i> AND <i>EFFECTIVELY</i> . FOR WHETHER YOUR CUSTOMERS ARE VIDEO CONFERENCING, STREAMING MEDIA OR SIMPLY BROWSING THE WEB, THEY DEMAND QUALITY AND PERFORMANCE FROM THEIR NETWORK PROVIDER. ANYTHING LESS, AND LOYALTIES CAN SHIFT.
Establishing scenes of LTE infrastructures and technicians.	WHILE LTE IS A LOGICAL SOLUTION, IMPLEMENTATION CAN BE CHALLENGING.
	EVERY DECISION — FROM DESIGN THROUGH CONSTRUCTION — REQUIRES EXPERT GUIDANCE.
	THE CONSIDERATIONS ARE <i>NOT</i> JUST ABOUT BOOSTING SIGNAL STRENGTH, BUT OPTIMIZING SIGNAL-TO-NOISE INTERFERENCE.
FADE IN and CU on Andrew LTE and “LTE Top 10 Best Practices”	COMMSCOPE CAN HELP. OUR ANDREW® PORTFOLIO OF WIRELESS SOLUTIONS IS ROOTED IN A SYSTEMATIC, BEST-PRACTICES APPROACH TO LTE IMPLEMENTATION THAT DELIVERS CONSISTENT AND RELIABLE RESULTS.
	FIRST, WITH A DEEP UNDERSTANDING OF THE CAUSES OF SIGNAL NOISE, WE CAN IMPLEMENT PREVENTIVE MEASURES THAT

	MITIGATE ITS IMPACT ON YOUR NETWORK.
	OUR RF PATH EXPERTISE IS EXTENSIVE, AND WE LEVERAGE IT TO MINIMIZE CO-CHANNEL AND ADJACENT CHANNEL INTERFERENCE.
	AND SINCE WE LITERALLY WROTE THE BOOK ON PIM AVOIDANCE, WE CAN HELP YOU ELIMINATE UNWANTED SIGNAL NOISE, APPLYING THE MOST EFFECTIVE AND PROVEN TECHNIQUES.
	SELECTING THE RIGHT ANTENNA TECHNOLOGY IS CRITICAL FOR OPTIMIZING INDOOR AND OUTDOOR PERFORMANCE. WHEN DESIGNING LTE ANTENNA SYSTEMS, WE LEVERAGE MORE THAN THREE DECADES OF TECHNICAL ANTENNA EXPERTISE, EMPLOYING INDUSTRY-ACCEPTED BEST PRACTICES.
	NEXT, WE ASSESS ALL OPTIONS FOR CO-SITING EXISTING TECHNOLOGY. WHETHER IT'S CREATING PLUMBING DIAGRAMS OR CONSIDERING ALTERNATIVE IMPLEMENTATIONS, WE'LL PURSUE A STRATEGY THAT STREAMLINES COSTS WHILE MAXIMIZING PERFORMANCE.
	TOP OF THE TOWER CONSIDERATIONS ARE PARAMOUNT, AND WE CAREFULLY ASSESS WEIGHT, WIND LOAD AND FIBER CONSTRUCTION WHEN DEPLOYING FTTH TECHNOLOGY.
CU on LTE, with CommScope logo animation. FADE OUT MLTE image; CommScope logo remains.	SIMPLIFIED IMPLEMENTATION. CONSISTENT SITE CONSTRUCTION. OPTIMAL PERFORMANCE
	ANDREW LTE SOLUTIONS, BY COMMSCOPE. THE SMART WAY TO HANDLE YOUR NETWORK MODERNIZATION NEEDS.

