

Schröder announce Smart City partnership with Huawei

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At the Eighth Global Mobile Broadband Forum, Huawei (<http://www.huawei.com/en/>), with the leading global outdoor lighting solutions provider Schröder (<http://www.schreder.com/en-gb/>), launched the Shuffle Site - a multi-functional light column co-developed by the two companies.

Shuffle Site is based on the modular Shuffle lighting-based system and the Huawei outdoor small cell to ensure that next-generation connectivity is accessible to everyone. The Shuffle Site attracted worldwide attention from operators and key industry customers as soon as it was presented at the Forum Summit.

Mobile broadband technology is continually developing, changing people's daily lives and introducing new business. An ever-increasing number of smart devices and wireless users has led to an explosion in traffic consumption. Operators need to deliver massive capacity and connectivity, yet it is very difficult to acquire a site in a dense urban area with the traditional site solution.

With street lights available almost everywhere in the city, connected to a power supply, and regularly serviced, they are the ideal multi-application platform for smart city development.

Schröder launched the modular Shuffle (<http://www.schrederled.co.uk/shuffle>) lighting-based system in 2015. Much more than a lighting column, the Shuffle can integrate control systems, loudspeakers, surveillance cameras, hotspots, electrical vehicle chargers, signage and a lot more smart services to help cities deliver the connectivity that citizens expect.

For the past year, Schröder and Huawei have been collaborating to incorporate Huawei's outdoor integration station into the Shuffle. Today, we are proud to launch the Shuffle Site.

The Shuffle Site will enable cities to improve their 4G coverage and increase network capacity in an inconspicuous manner. This refined column perfectly blends into the urban environment, eliminating eyesores that can upset residents. They will also be able to futureproof their infrastructure for 5G coverage.

At the Global Mobile Broadband Forum, the two companies also signed a Memorandum of Understanding (MoU) for further strategic co-operation that will enable the two sides to co-develop solutions that will light and connect cities.

Speaking at the summit, Nicolas Keutgen, Chief Innovation Officer for Schröder explained, "This is an exciting time in the industry and we are delighted to be co-operating with Huawei. Our strategic partnership brings together the capabilities of two leading players to create the best end-to-end solutions to meet the needs of our customers worldwide."

Zhou Yuefeng, CMO of Huawei's wireless product line, said, "Site acquisition has always been a major problem plaguing operators who want to expand their network. The synergies brought by the Shuffle Site provides an effective solution and will enable municipalities and operators to expand and speed up their network structure. Huawei is willing to work with all industry leaders to accelerate next-generation

connectivity”.

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About Schröder

Schröder is a worldwide leader in intelligent outdoor lighting solutions. The company, founded in 1907, is serving its customers around the world through 48 subsidiaries and 5 R&D centres. As a partner of the city, we design and develop intelligent solutions that transform public and private spaces into safe, comfortable, sustainable and smart environments with engaging experiences for the users and operational benefits for the managers.

For more information, visit us at www.schreder.com/en-gb

Media Contact

Liam Andrews

liam@xl-comms.com

07552236724