

Increase Revenues by Providing Competitive Long-Distance Service

over Satellite Links

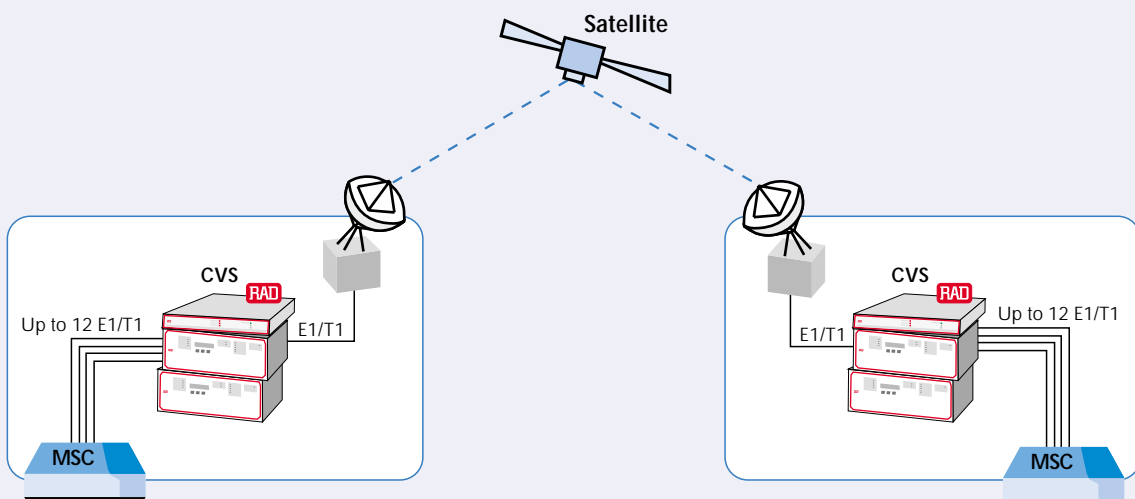
New Revenue Streams for Cellular Providers

Cellular operators all over the world are looking to increase competitiveness and generate new revenue streams. Operators that provide cellular services over a large geographic area can take advantage of their satellite links to increase revenues by offering long-distance voice service.

Competitive Long-Distance Rates

RAD's CVS™ (Compressed Voice System) allows cellular operators to compete with long-distance providers. By increasing the capacity of satellite links by up to 12 times, CVS substantially reduces the cost of long-distance transmissions. This enables the cellular operator to offer lower long-distance rates than those available from the POTS, thereby expanding its offering with new, attractive services and gaining market share.

Adding Low Cost Long-Distance Service



For more information on CVS

<http://www.rad.com/products/family/cvs/cvs.htm>

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Why CVS Is Beneficial for Cellular Operators

Features	Benefits
Increases capacity of E1/T1 lines	<ul style="list-style-type: none"> • Supports more phone calls on the same line • Saves costs by reducing the number of leased lines required • Speeds up return on investment
Adds new services	<ul style="list-style-type: none"> • Gains market share by offering attractive service package • Increases revenues

Alternative solutions	Disadvantages of alternative solutions
Standard, uncompressed transmission	<ul style="list-style-type: none"> ▪ Requires more bandwidth, which is more costly



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Visit our solutions for Cellular Networks
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