



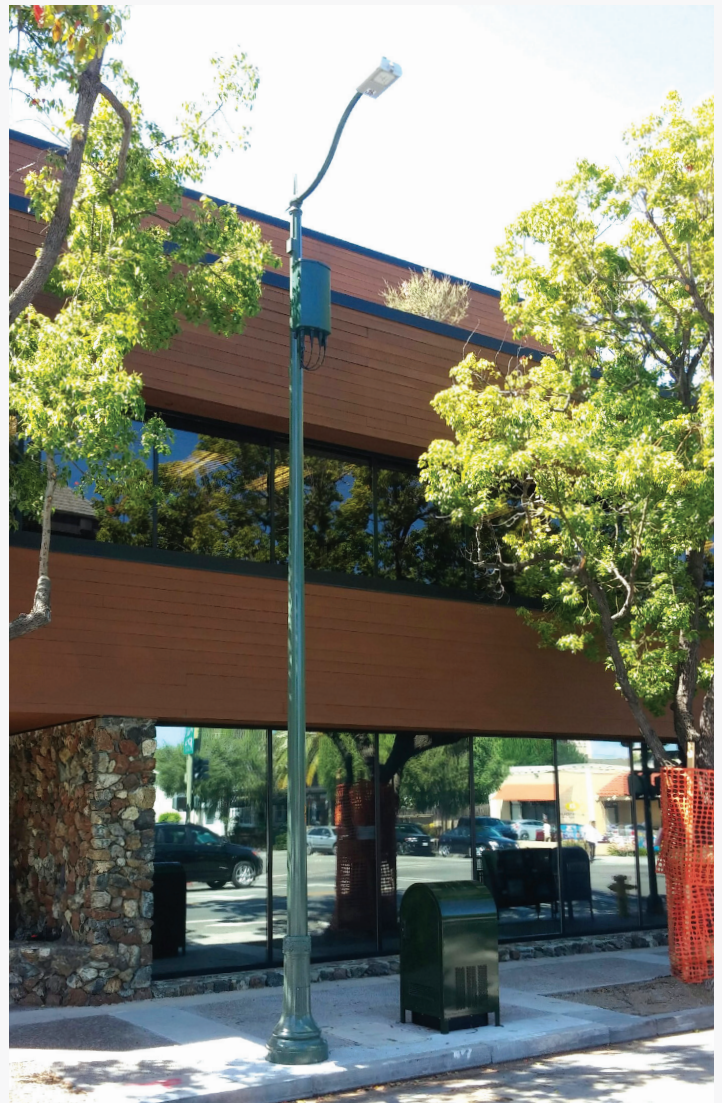
## A wireless network that keeps up with a booming tech city.

In the heart of Silicon Valley, tech is king. But for many, one essential part of the experience was missing—a reliable wireless signal. Everywhere you look in downtown Palo Alto, CA, tech-savvy people are using smartphones, tablets and other mobile devices. The steadily increasing use of HD video, data-hungry apps and streaming music was outpacing the existing wireless infrastructure's ability to meet the demand. Crown Castle was brought in to find an infrastructure solution that would bring much-needed coverage and capacity improvements to the downtown Palo Alto area.

### The Need

Downtown Palo Alto is a high-tech, high-traffic area filled with outdoor spaces, restaurants, small businesses and many popular shops. It also sits at the entrance of Stanford University. Meeting the demands of all the wireless customers that a place like this attracts came with several challenges:

- The scope and size of the project made getting approvals especially challenging and required a cooperative partnership with city officials across different departments.
- The unique mix of residents, students, families and businesspeople required careful consideration of the various needs and interests of all parties.
- Residents and city officials wanted to ensure that the installation didn't distract from the unique character and aesthetics of the downtown area.



## The Solution

In a place like Palo Alto, where both capacity and aesthetics are top concerns, a small cell network was an ideal answer. To get the necessary approvals, we collaborated with city officials and coordinated between departments that had differing and sometimes competing interests and requirements. This flexible approach allowed us to deliver a network that satisfied the needs of six different agencies and can accommodate multiple carriers through 19 small cell sites. To blend in with the aesthetics of the area, we installed small, discreet nodes in the public right of way on existing streetlights. We also came up with an innovative solution to hide our ground equipment—it's disguised inside boxes that look like green service mailboxes. The new network has finally brought downtown Palo Alto's wireless service up to par with the rest of the city's technology. In fact, it's been such a success that we're already working on an expansion project nearby.



Ground equipment disguised inside boxes that look like green service mailboxes.

## Why Crown Castle?

We have more than 20 years of experience implementing small cells in communities of all kinds, from dense urban centers to residential neighborhoods.

### Discreet, innovative technology

We provide shared infrastructure that enables the wireless service you have come to depend on—all while blending in with your environment.

### Long-term commitment

Our business is all about infrastructure, and you can count on us to be here no matter how technology or carriers change.

### Scalable solutions

Because we design, build, and maintain shared infrastructure, we can seamlessly increase data capacity.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.