



ISCO INTL INSTALLS 200 “PROTEUS” 3G SPECTRUM CONDITIONING UNITS IN FLORIDA AND PUERTO RICO IN Q3 2011

3G Network “Reverse Link” Spectrum Conditioning Eliminates Capacity Sapping Intermittent Interference

ELK GROVE VILLAGE, IL – October 17, 2011 – ISCO International, the leader in flexible spectrum conditioning solutions for 3G and soon 4G network operators, announced today it has installed 200 [Proteus™](#) spectrum conditioning units at 3G base stations in Florida and Puerto Rico in the third quarter of 2011. These units have been deployed by Tier-1 wireless network operators to counteract the many types of interference that degrade signal quality, capacity and network performance.

The deployments of ISCO’s Proteus solution in Florida and Puerto Rico cover a combined 20 million people. Installations in these areas began in July 2011. Across the United States, ISCO has now shipped and installed more than 2000 spectrum conditioning units.

“This milestone indicates that carriers are more and more realizing the value of spectrum conditioning in their networks to allow them to maximize utilization, or capacity, increase data transmission speeds and improve performance such as reducing dropped calls. The spectrum they already have spent billions of dollars to secure is very valuable, maximizing that value by conditioning the spectrum to accommodate the growth of traffic coming from the accelerating adoption of smart phones and their data hungry applications is financially prudent,” said Gordon Reichard, CEO of ISCO International.

Spectrum conditioning incorporates digital signal processing to condition the reverse RF link, the link from the subscriber’s device to the base station, which removes the negative effects of co-channel interference power and adjacent channel leakage. Numerous interference sources surrounding wireless networks have been identified and proven to cause poor customer experiences such as dropped calls and suboptimal data sessions.

Network operators spend a great deal of time and engineering resources determining the cause of a degraded signal, locating the interference source, and then enacting a solution. These activities are typically performed in a reactive mode, during which customers may experience problems. On the other hand, ISCO’s spectrum conditioning solution proactively scans the reverse link spectrum to identify interference and implement countermeasures immediately. The Proteus solution provides valuable information that enables an operator to address the interference sources much more efficiently – for instance, from a centralized network operations center, as opposed to sending out teams in “truck rolls.”

“Operators use various metrics, such as RSSI, Dropped Calls, Data Throughput, Accessibility and Retainability to measure network performance and in all of these areas ISCO has been able to demonstrate significant before and after results,” said Chris Kissel, Analyst, Mobile Internet, In-Stat. “Other tangibles such as customer satisfaction and battery life are key to the operators

success in retaining customers and reducing churn levels. Based on the evidence to date, I would say that in most cases spectrum conditioning will have a positive impact in these areas.”

At next week’s [4G World](#) conference and exhibition in Chicago, ISCO will explain the value of spectrum conditioning in detail, as part of the [4G World Solutions Theater](#) series of presentations, on Wednesday, October 26th, from 3:30 – 4:00. In addition, ISCO executives will be available on site for press and analyst briefings Tuesday through Thursday (October 25th – 27th).

About ISCO International

ISCO International has become the leader in spectrum conditioning by proving that it improves the subscriber experience and by demonstrating the financial value that can be realized for 3G and soon 4G wireless operators. Spectrum conditioning enables service providers to squeeze all available capacity from their network assets by maximizing spectrum utilization. ISCO’s PurePass™ digital signal processing technology continuously identifies and counteracts the many types of co-channel and adjacent interference that cause “physical layer impairments”. With PurePass, wireless operators protect themselves from a significant degradation of uplink performance, which would negatively impact the entire wireless experience. Please visit www.iscointl.com to learn more.

Contact (for ISCO International):

Mike Newsom
LouVan Communications
mike@louvanpr.com
Mobile: +1 617 803 5385
Twitter: @louvanpr