

# Realize the true value of your streetlights



With Petra, your streetlights become not only energy efficient, they generate revenue. Easily add Voice over Wi-Fi (VoWiFi) and Wi-Fi data offload services to your retrofit and suddenly 'Smart City' becomes smart value.

## Economically sound Smart City projects

Extend cellular coverage and quality with VoWiFi and data offloading while reducing streetlight energy costs.



### The Cellular Streetlight Opportunity

The demand for cellular bandwidth continues to grow exponentially year-over-year. Cellular carriers face significant challenges around how to best provide the highest levels of coverage, service and quality. In order to meet the demands of both high bandwidth and low latency, the industry is undergoing an architectural shift away from large cell towers and toward a denser, small cell network approach.



### Extending Cellular and Wi-Fi Services with Smart Streetlights

As a highly distributed asset owned and operated by public or private service organizations, the streetlight is the natural node in any city-wide network. By leveraging the streetlights to build a high-density communications network, governments, utilities and commercial organizations can make themselves vital partners for telecommunication companies as they roll out the next generation of high-speed service.



### The Value of a Cellular Streetlight Network

Petra's Smart Streetlight Network Solutions™ deliver an easy-to-install platform the benefits both cellular carriers and streetlight owners. With the Petra system, each partner saves on costs and generates revenue, all while providing even better services for their customers. It's a win-win for the entire ecosystem.