

Open on fast moving blurs over black. Black background dissolves to a burnt orange cyclorama. The fast moving blurs of color fly thru the frame from every direction. As they are announced the sales points fly forward: quicker to market, faster to build-out, lower deployment costs, less downtime, lower operating costs

Nortel/Bay logo moves forward with speed. Blurs all race to same point at same time and flash to white. Bring on the image of 1900 Enclosure. Add text with motion: rapid, cost-effective, outdoor deployment option.

Add: Nortel TDMA 1900 Macrocell Enclosure

Everything goes out in a flash.

Backgrounds are slow moves over very tight views of Enclosure architecture. Within these shots add visuals of people on the phone and add text: DMS-MTX Switch, then add a listing of subscriber services down edge of screen.

Continue visual of people on phone Add visual of audio waves/rings moving across screen. Add text:
Industry Leading Audio Quality
Industry Leading RF Management
Set the Market Standard

Add: Nortel TDMA Link Budget Advantage with graphic showing growing wider coverage.

Add visual of very large urban area Sao Paulo in background. Bring in Nortel/Bay logo. And logos from high

VO: You're in a constant race against your competition. Quicker to market, faster to build-out, lower deployment costs, less downtime, lower operating costs. As a Network Operator, any and all these factors determine whether you win or lose.

Nortel speeds your success with the TDMA 1900 Macrocell Enclosure, a rapid, cost-effective outdoor deployment option...

...which makes you the big winner.

Nortel's TDMA PCS network solutions are based on the most reliable switching platform in the industry and deliver a comprehensive portfolio of subscriber services. As part of Nortel's TDMA PCS networks, the 1900 Enclosure offers industry leading audio quality and RF management tools that help you set the market standard. And the "Nortel TDMA Link Budget Advantage" produces wider coverage than any competing cell site. Nortel, the preferred partner for the largest TDMA networks in the world, delivers all this in a rapid, cost-effective outdoor enclosure.

capacity partners.

Add Text: Rapid, Cost-effective,
Works Anywhere

INTERVIEW 1

Background treatment with
installation workers. Full screen
Enclosure is lowered onto pad

Add text: Installed in one - two days

Add text: Cable Ready

Add text: Saves Crew Time, Reduces
Installation Costs

Add: Starts Revenues Sooner

We partnered with Nortel because...

The Nortel TDMA 1900 Macrocell Enclosure speeds up network installation substantially. With concrete pad and antenna installed, the 1900 Enclosure can be operative in one to two days. Three equipment bays arrive on site bolted together with internal cabling complete. Operators install the Enclosure on the pad and make the external connections. This simplified installation saves crew time and reduces installation costs. And, just as important, helps you start generating revenues sooner.

INTERVIEW 2

View of the Enclosure with headline
“Nortel TDMA Link Budget
Advantage”

Add text Up to 2 dB

Overlay circles 26% bigger over
smaller circles

Add: Smaller Investment, Quicker to
Market, Reduced Cost of Ownership

Fast, easy install saved me ...

Another benefit you get with the 1900 Enclosure is the “Nortel TDMA Link Budget Advantage”. Up to 2 dB over the competition, which means up to 26% more coverage by each cell site. Fewer cell sites covering the same territory. You save in three ways. First, your initial investment is smaller. Next, you’ll be quicker to market with revenues starting sooner, and finally with fewer cells to service you can reduce your overall cost of ownership.

View of Enclosure. add up to 8
radio/rectifiers in each panel

Add text: Room to Grow without
Infrastructure Investment

As your business grows so can the capacity of the 1900 Enclosure. Up to 24 channels without adding expansion modules, giving you room to grow without additional infrastructure investment.

INTERVIEW 3

We see a rural/suburban scene which has a 1900 Macrocell in the middle of almost nowhere. Then a suburban area around homes, and finally downtown which is crowded and we put Enclosure roof top.

Put Enclosure in a more upscale neighborhood.

See all three situations.

Add text: outdoors lowers real estate costs

INTERVIEW 4

Visual of Macrocell with Sun in one corner moving to visual of snowflake in other over background going from orange to blue.

Add Text: Operating Temperature Range
-40°F to +115°F
-40°C to +46°C

Feature the equipment distributed.

Then bays rotate 180° revealing featured items on back. We see how heat is transferred outside.

Using visual of Heat Exchanger.
Text lists: Advantages over Air Conditioning

- Reduced Power
- Enhanced Reliability
- Less Downtime

Then it rotates back to position

Add Nortel / Bay logo

We can grow without worry...

The 1900 Enclosure gives you the flexibility to install this Nortel TDMA Macrocell anywhere. You can deploy this cell in growing rural and suburban areas... or in densely populated downtowns, even on rooftops. It allows you to consider sites previously avoided due to stringent zoning regulations against permanent structures. And placing the enclosure directly outdoors can lower real estate costs.

Install anywhere, lowers my costs...

Nortel designed and tested the 1900 Enclosure to perform in both hot and cold climates, delivering you the flexibility to place it outdoors ... anywhere... in any weather.

Helping control internal temperatures, the equipment is distributed among the three bays. The Thermal Control Unit and advanced design Heat Exchangers are mounted on the back door of each bay. Heat Exchangers efficiently remove heat without ever mixing clean interior air with contaminated air from outside.

They offer several cost saving advantages over air conditioning. Heat Exchangers require less power and have fewer moving parts so operating expense and maintenance costs are reduced while reliability is improved. In addition, they're equipped with battery backup power which minimizes downtime and the accompanying lost revenues.

With Nortel's expertise you can

INTERVIEW 5

Visual of Engineers map and how indoor and outdoor are provisioned.

Add Text: Minimizes Cross-training

Add Text: Plug'n'Play

Add Text: Manage Effectively,
Reduce Cost of Ownership

INTERVIEW 6

Nortel logo speeds by

Starting with a view from high off one corner, move around until there is a front view beauty shot.

Add Text: Rapid Cost effective
Add Text: deployment operations

Add Text: The network you need for tomorrow, speeding your success today

Add Text: TDMA 1900 Macrocell Enclosure

expect fewer problems requiring less maintenance, sending more dollars to your bottomline.

The maintenance savings are significant...

The economies expand as you provision the 1900 Enclosure into your system. Since it uses the same replacement modules as our indoor Macrocell, you minimize the need to cross-train your technicians. Plug'n'Play options for radios, rectifiers, and power amplifiers allow you to manage your Macrocell inventory more effectively and further reduce your cost of ownership.

Recap of feature/benefit statements by customers...

All these things make the Nortel TDMA 1900 Macrocell Enclosure the rapid, cost-effective outdoor deployment option which will help you win your race against the competition.

That's speeding your success

Rapid...
cost effective
deployment
and operations.

Nortel's TDMA 1900 Macrocell Enclosure gives you the network you need for tomorrow speeding your success today. The TDMA 1900 Macrocell Enclosure from Nortel.

