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THE
DAS
ANTENNA
LEADER



VENTI Group

THE DAS ANTENNA LEADER

By Catalina Joseph

The only constant in the Wireless world – no one wants to see the antenna. Antennas are viewed as eyesores to venue owners, architects, designers and surprisingly, users. The call for transparent antennas has been ongoing for years with the corresponding response that functional transparent antennas are impossible. NO LONGER! VENTI Group has just released a complete line of ULTRA™ Transparent antennas for DAS, WiFi and IoT. Selecting 3M as a key supply chain partner, the ULTRA™ Transparent broadband DAS antennas using VENTI patented technology meet or exceed carriers' and customers' requirements.

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OUTLOOK TOP 10
DAS
SOLUTIONS PROVIDERS - 2022



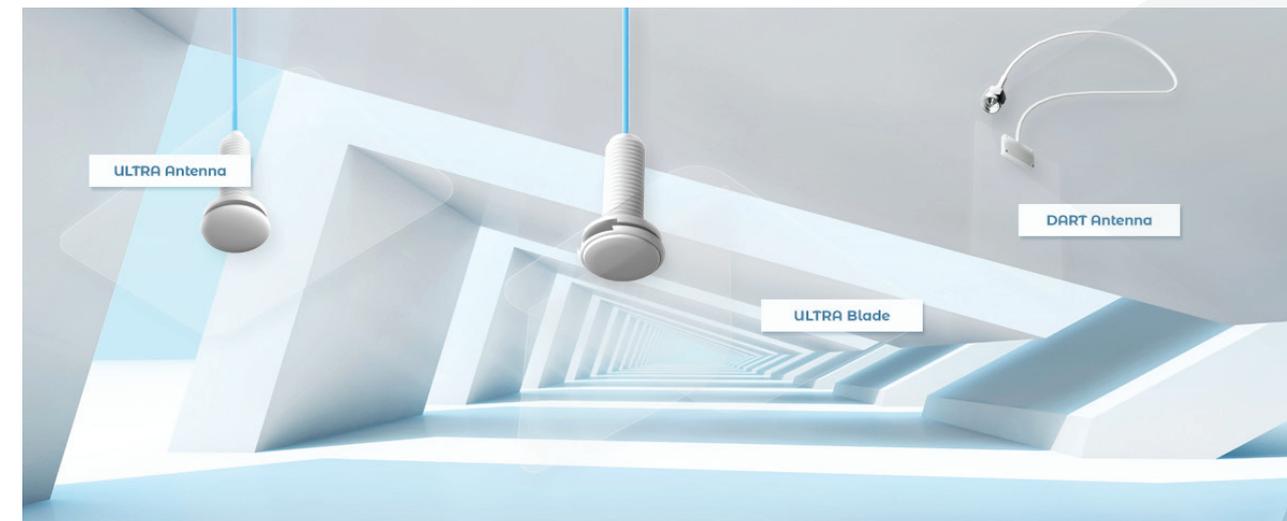
VENTI is known for introducing innovation into wireless infrastructure.

With innovation, patents, and superior products combined with innovative partners, VENTI is changing wireless technology infrastructure performance and visuals.



Who is VENTI? Starting its journey in 2009, VENTI Group has become a trusted name in the DAS antenna space, providing a broad portfolio of patented products and licensing solutions designed to improve the performance of smart devices, structures, and networks. "VENTI is known for introducing innovation into wireless infrastructure. With innovation, patents, and superior products combined with innovative partners, VENTI is changing wireless technology infrastructure performance and visuals," says Henry Adamany the CEO of VENTI Group.

cost-effective, and nearly invisible yet superior in performance. "VENTI innovation has made transparent antenna technology available today. ULTRA™ transparent antennas are available today through VENTI Tier 1 partners." says VENTI CEO Henry Adamany. According to Tony Eichenlaub, Director of Engineering at VENTI, "the ULTRA™ Series is wideband (617 – 6000MHz) omni-directional iDAS antennas. The transparent, ultra-thin antennas are available in four versions: ULTRA™ flat ceiling mount SISO, ULTRA™ Blade ceiling mount SISO, ULTRA™ CBRS dual blade ceiling mount MIMO, and



Sector antennas have an inherent lack of capacity due to the limited number of radios that can be used in each sector, making them unfit for 5G in the game seating experience. Along with a VENTI Tier 1 partner, VENTI's High Data Rate Seat Antenna System was deployed as part of the venue seating at SoFi Stadium in Los Angeles.

In preparation for the 2022 Super Bowl, a full-scale 5G network installation supporting all major cellular carriers was commissioned. Challenges included appropriate coverage over all 5G frequency bands, durability to address weather and the use of pressure washers when cleaning venues and for the antennas to be unobtrusive.

The results speak to the success of the deployed antenna system. According to Verizon, customers on its networks at the stadium on Super Bowl Sunday used a total of 30.4 terabytes of data. AT&T reported that its customers saw an average download speed of 169.5 Mbps on its 5G+ services. This was possible due to VENTI's High Data Rate Seat Antenna System that handled more data during that game than all previous super bowls combined.

VENTI antennas are only available through their Tier1 equipment partners. To meet its strict QA and process requirements VENTI partners with quality manufacturers, Tier1 suppliers to the carriers, as well as the carriers. These are long-term relationships, and each partner is integral to the delivery of the company's patented technology. VENTI has also developed a highly efficient supply chain system that is critical to controlling costs and lead times.

Future-Proof Antennas

VENTI considers size, aesthetics, performance, and cost effectiveness in each design. That's why its products meet and exceed carrier specifications. They are well-suited for all LTE bands, 5G, and Wi-Fi. Most importantly, all the VENTI products are "future-proof" with the ability to cover bands from 617

MHz to 6+ GHz – a result of the company's long history of manufacturing expertise and numerous patented manufacturing techniques. VENTI's products are used in a wide range of deployments, from hotels and retail chains to stadium venues. For example, VENTI CORE™ DAS H+V Polarized MIMO and SISO antennas have been installed as part of the renovation work of a global hotel chain. An American multinational company also installed VENTI's CORE™ DAS antennas in its new flagship retail store in NY City enabling cellular connectivity for both employees and guests.

Innovation is Key

In addition to its antenna technology patents, VENTI has designed and patented a number of innovative manufacturing techniques, including PIMCONNECT™ and CLIKCONNECT™, to ensure optimal product performance. VENTI's spirit of innovation is not limited to antennas. The company designs suppression devices for coax cables. An example of this is SLEEV, a patented passive RF suppression device effective from 1 GHz to over 30 GHz, blocking unwanted EMI/RFI PIM emissions that impact antenna signals, radio equipment, and chipsets "Innovation without understanding market needs creates a solution searching for a problem," says VENTI CEO Adamany. VENTI stays ahead of market needs by conducting annual customer surveys to understand long-term market needs and ensure that they are delivering on commitments. The company follows a strategic process to translate future trends into products and partners with the most stable and innovative supply chain partners, such as 3M. Based on these partnerships and a continuous focus on quality, VENTI continues to be a market leader in the antenna manufacturing space. The company maintains a nimble and flexible culture to complement its successful journey. This enables VENTI to always put its best foot forward while engaging with customers. And as always, VENTI Solutions Address The Future... Today! 



We design products according to specific market demands. We never tell the market what it wants, the market tells us.



"Wireless antenna design and manufacturing experienced only marginal improvements until 2010," says Tony Eichenlaub, Director of Engineering at VENTI Group. A major reason for this was antenna manufacturers' historical lack of innovation. "To address the increased demand for capacity and coverage, antenna manufacturers reduced the price points and installers increased the number of antennas in their deployments," says VENTI CEO Henry Adamany. But this industry approach failed to address the demand for better performance and a smaller footprint. VENTI challenged this status quo by significantly improving antenna performance and reducing the cost and visual impact through innovative technology, design, and practices. VENTI's superior antenna products for small cell and DAS markets have been designed on a simple idea: the network is only as good as the antenna.

VENTI ULTRA™ Transparent Antennas

The company's latest product, VENTI ULTRA™, is a line of patented low profile, transparent DAS and small cell antennas manufactured using VENTI's patented design components, engineering expertise, and innovation. They are unobtrusive,

ULTRA™ flat ceiling mount MIMO." The ULTRA™ series is also a testament to VENTI's ability to align with market requirements. Like most of its products, this series is based on the requirements given to the company by its customers. Consequently, it meets diverse customer requirements. "We design products according to specific market demands. We never tell the market what it wants, the market tells us," says Robert Mark, VP of Sales & Marketing at VENTI. The release of the ULTRA™ Transparent Antenna line was a three-year project requiring innovative materials, functional designs, and patented technologies. VENTI plans over the next calendar year include the introduction of several new ULTRA™ antenna designs for IoT, WiFi and cellular base stations.

Market Driven Success

ULTRA™ antennas follow several market driven innovative successes for VENTI.

Stadium and arena venues have traditionally been served by sector antennas. These antennas, however, are not appropriate as data usage has dramatically increased along with the need to create an in-seat experience, from replays to online betting.