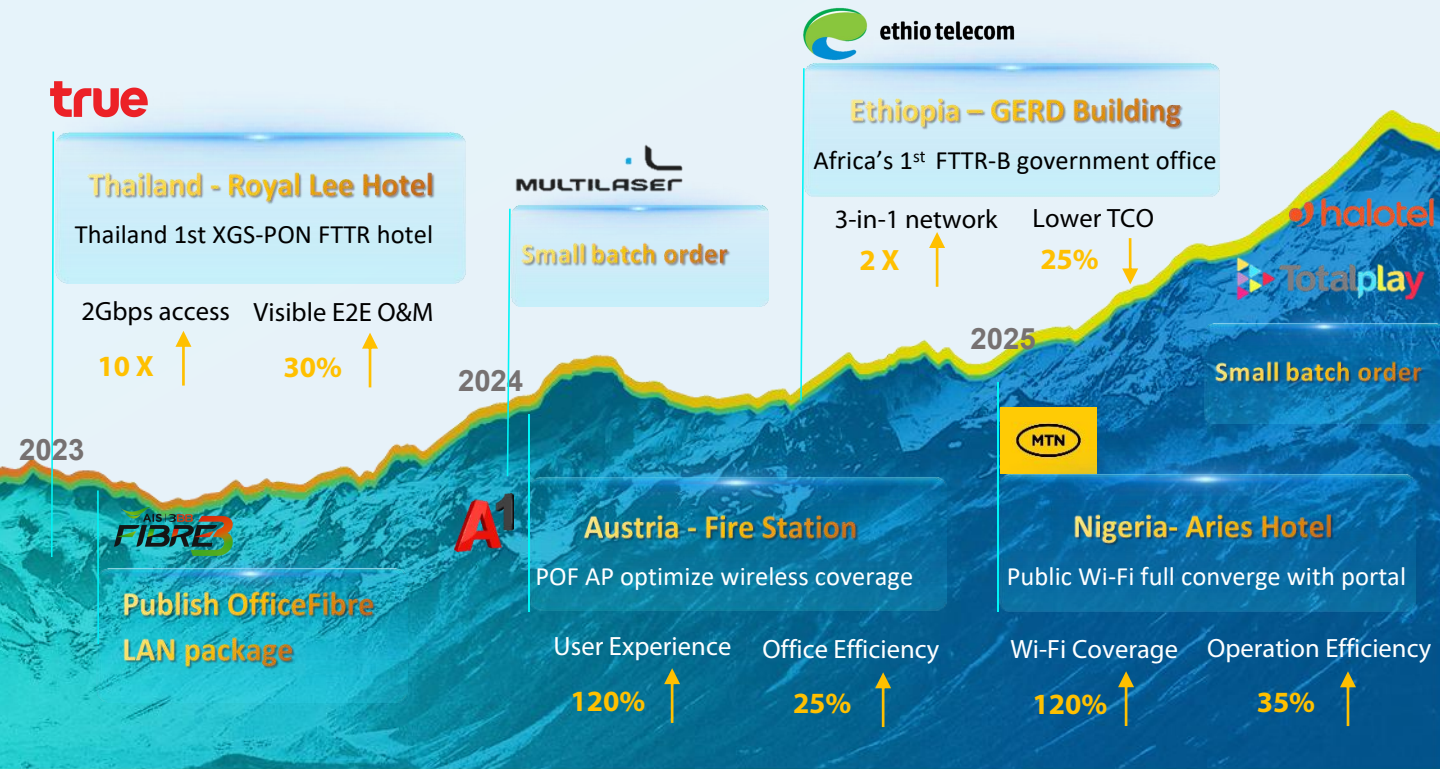


FTTR-B Expanding the Operating Boundaries

FTTR-B Business Promotion Analysis



Global Commercial Footprint



Market Promotion Strategies

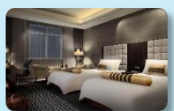
Focus on Three Typical Scenarios



Street Stores
<300m²



SOHO/Office
<4 floors
<300m²/floor



Small hotel / Dormitory
<8 floors
<64 rooms

Standardized Project Operation

Product
Standardization

Process
Standardization

Package
Flexibility



✓ Easy Promotion

✓ Easy Delivery

✓ Low Investment

Case Sharing : Africa's First All-optical FTTR-B Office Building

Switch + WLAN AP

Unguaranteed QoE

Low speed internet
Many dead zones



Complicated Networks

3 networks for services
Messy cables



High-cost O&M

3 O&M systems
Hard to locate fault



VS

FTTR-B Solution

Ultimate Experience

500Mbps full coverage
Mesh roaming



Simplified Architecture

2 layer network architecture
Occupy 2U rack

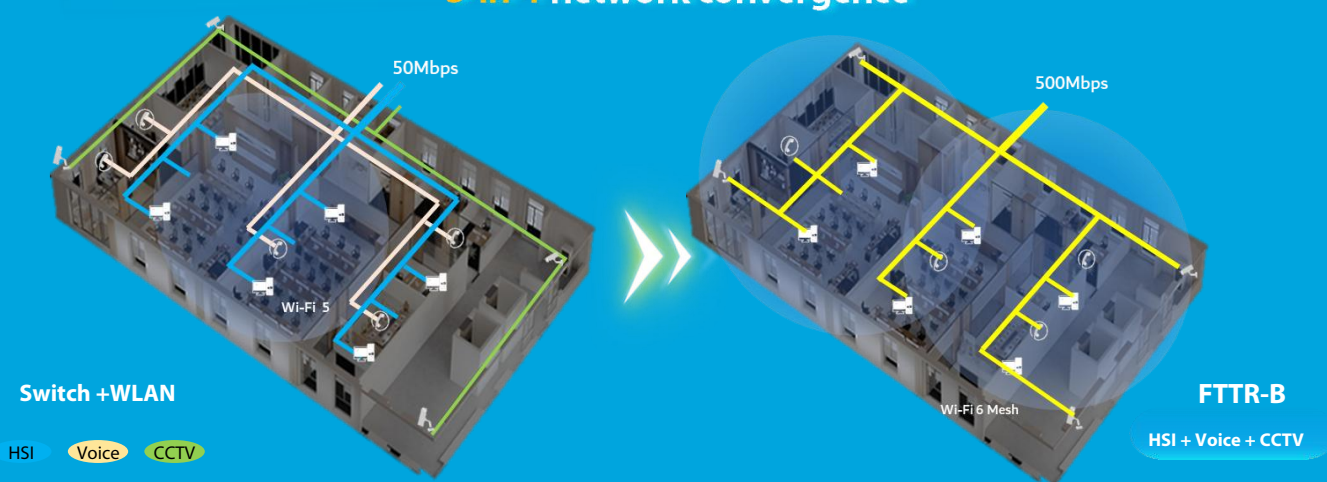


Cost-effective Investment

3-in-1 convergence network
Cloud management service



3-in-1 network convergence



Ultimate Experience

Speed up **10 times** ↑



Simplified Architecture

Room space **95%** ↓



Cost-effective Investment

CapEx **25%** ↓