

Schröder And Huawei Announce Strategic Partnership To Light And Connect The City With Shuffle Site

[London, UK, November 17, 2017] At the Eighth Global Mobile Broadband Forum, Huawei, with the leading global outdoor lighting solutions provider Schröder, launched the Shuffle Site, a multi-functional light column co-developed by the two companies. Shuffle Site is based on the modular Shuffle lighting-based system and the Huawei outdoor small cell to ensure that next-generation connectivity is accessible to everyone. The Shuffle Site attracted worldwide attention from operators and key industry customers as soon as it was presented at the Forum Summit.

Mobile broadband technology is continually developing, changing people's daily lives and introducing new business. An ever-increasing number of smart devices and wireless users has led to an explosion in traffic consumption. Operators need to deliver massive capacity and connectivity, yet it is very difficult to acquire a site in a dense urban area with the traditional site solution.

With street lights available almost everywhere in the city, connected to a power supply, and regularly serviced, they are the ideal multi-application platform for smart city development.

Schröder launched the modular Shuffle lighting-based system in 2015. Much more than a lighting column, the Shuffle can integrate control systems, loudspeakers, surveillance cameras, hotspots, electrical vehicle chargers, signage and a lot more smart services to help cities deliver the connectivity that citizens expect.

For the past year, Schröder and Huawei have been collaborating to incorporate Huawei's outdoor integration station into the Shuffle. Today, we are proud to launch the **Shuffle Site**.

The Shuffle Site will enable cities to improve their 4G coverage and increase network capacity in an inconspicuous manner. This refined column perfectly blends into the urban environment, eliminating eyesores that can upset residents. They will also be able to futureproof their infrastructure for 5G coverage.

At the Global Mobile Broadband Forum, the two companies also signed a Memorandum of Understanding (MoU) for further strategic co-operation that will enable the two sides to co-develop solutions that will light and connect cities.

Speaking at the summit, Nicolas Keutgen, Chief Innovation Officer for Schröder explained, *"This is an exciting time in the industry and we are delighted to be co-operating with Huawei. Our strategic partnership brings together the capabilities of two leading players to create the best end-to-end solutions to meet the needs of our customers worldwide."*

Zhou Yuefeng, CMO of Huawei's wireless product line, said, *"Site acquisition has always been a major problem plaguing operators who want to expand their network. The synergies brought by the Shuffle Site provides an effective solution and will enable municipalities and operators to expand and speed up their network structure. Huawei is willing to work with all industry leaders to accelerate next-generation connectivity"*.

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PHOTO: Schreder-Huawei-sign-MoU-partnership-to-light-connect-cities.jpg

Nicolas Keutgen, Chief Innovation Officer at Schröder and Zhou Yue Feng, Chief Marketing Officer for the Huawei wireless product line, sign the MoU on 16th November at the Global Mobile Broadband Forum in London.

About Schröder

Schröder is a worldwide leader in intelligent outdoor lighting solutions. The company, founded in 1907, is serving its customers around the world through 48 subsidiaries and 5 R&D centres. As a partner of the city, we design and develop intelligent solutions that transform public and private spaces into safe, comfortable, sustainable and smart environments with engaging experiences for the users and operational benefits for the managers.

BEKA Schröder, leading local manufacturer of LED luminaires, is part of the Schröder Group.

For more information, visit us at www.schreder.com or follow us on:

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About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 180,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

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