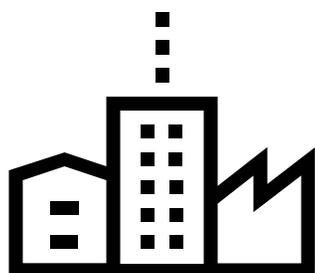
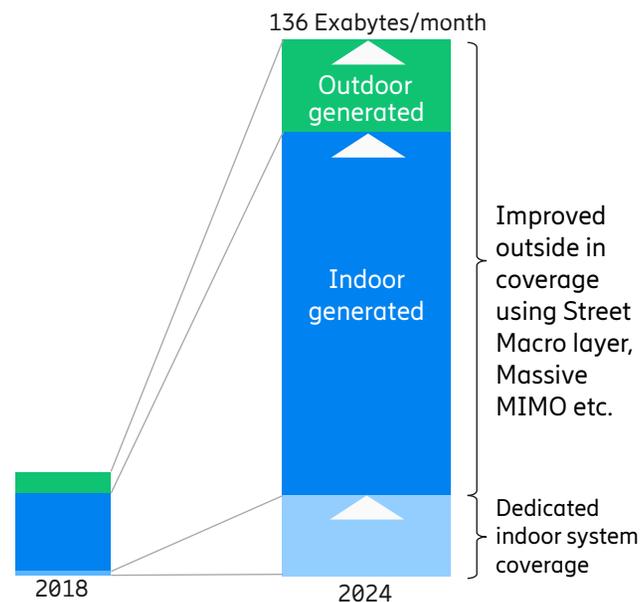


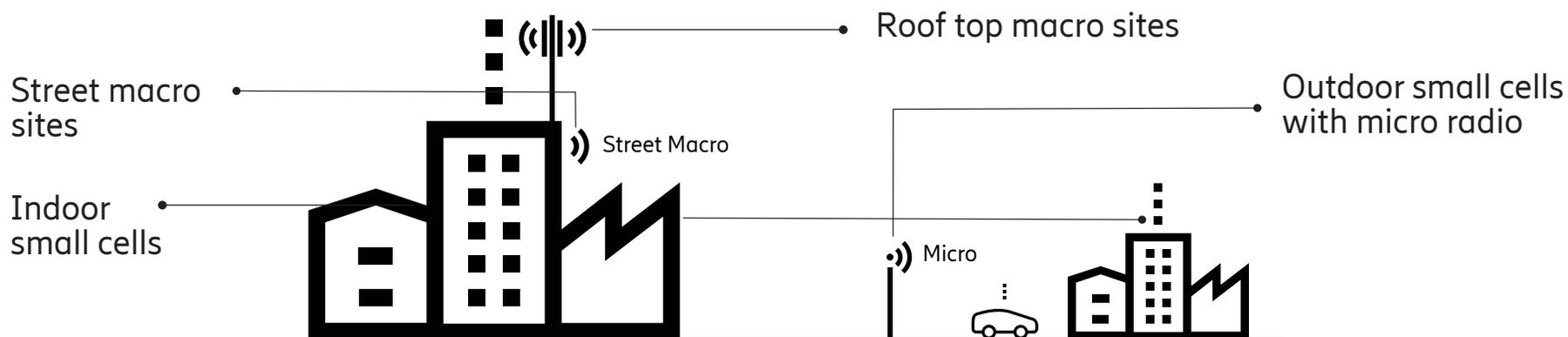
# Urban Traffic Trends



- 1 Mega cities and taller buildings are driving incredible urban growth
- 2 Energy efficiency standards are changing the way we live and the way we bring connectivity to the masses
- 3 Video is driving incredible traffic growth
- 4 Service providers need to deal with higher frequency bands moving forward



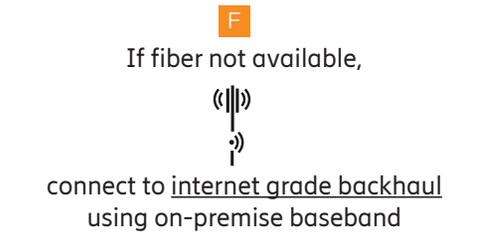
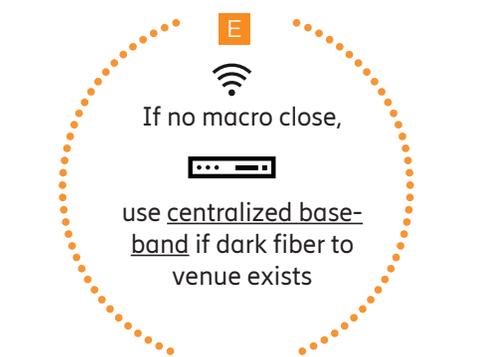
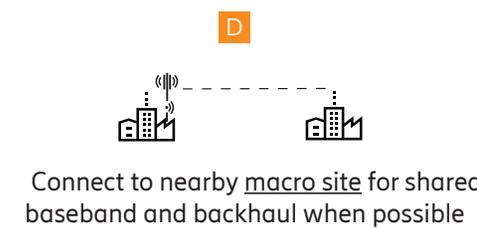
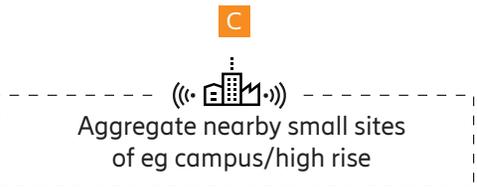
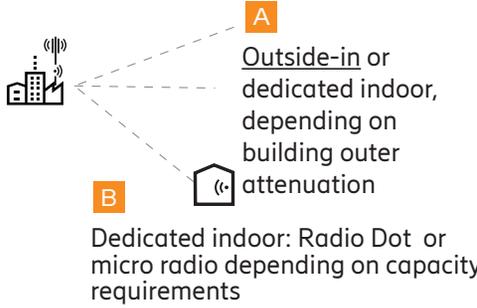
# Ericsson Urban Wireless Solutions



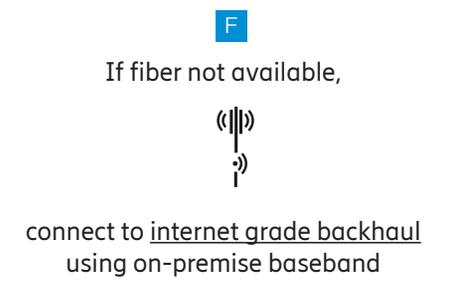
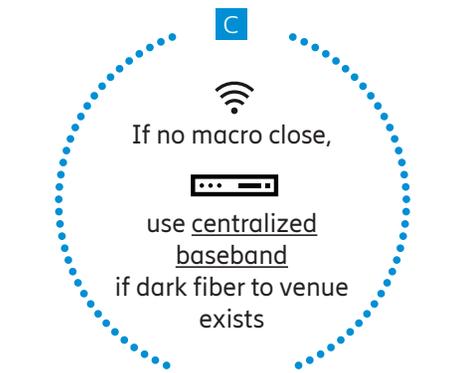
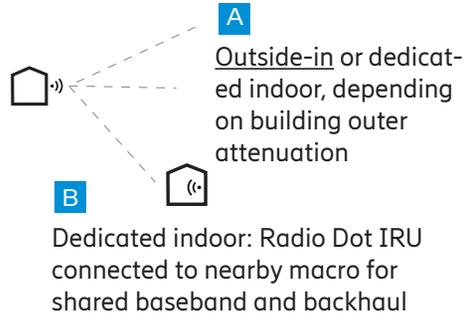
Understanding your urban landscape



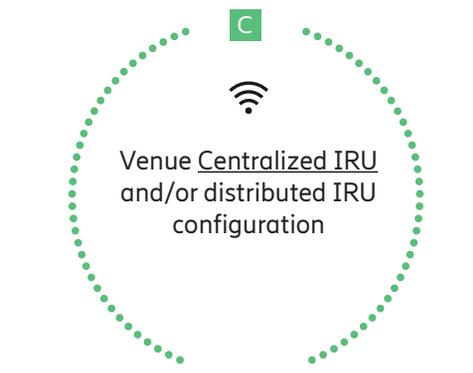
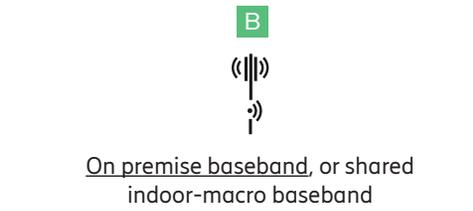
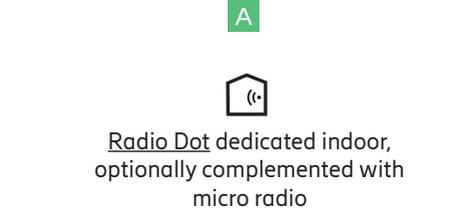
# 1 Small <math><3,000\text{m}^2</math>



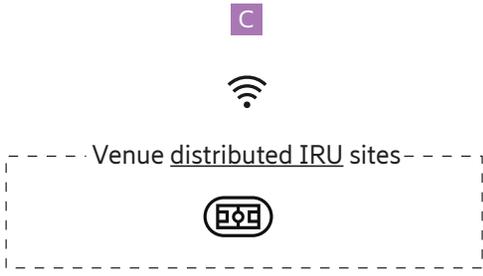
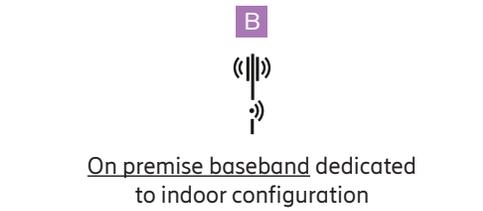
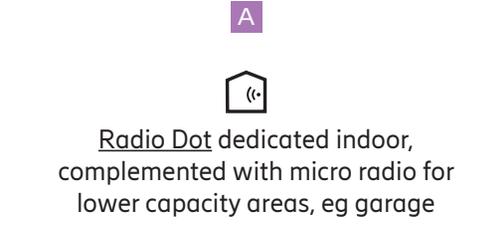
# 2 Medium <math>3,000-15,000\text{m}^2</math>



# 3 Large <math>15,000-40,000\text{m}^2</math>



# 4 Very Large <math>>40,000\text{m}^2</math>



Network technology considerations based on venue size

