

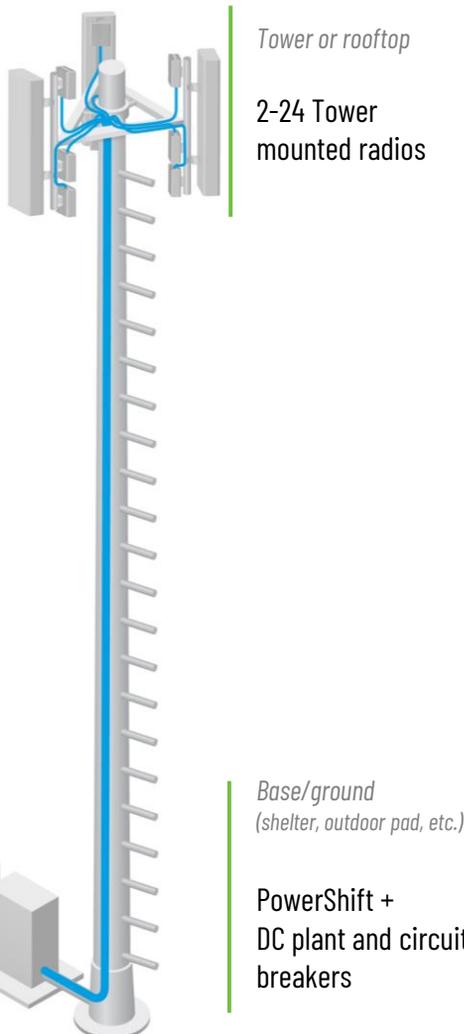
# PowerShift® Macro

A better way to deliver power (to the tower)

## CHALLENGE

**Tower capacity needs are growing, stressing cost and availability of wireless networks**

- RAN power usage to increase 4x (by 2030)
- New radios are requiring more power
- Increasing radios on the tower
- Mobile data is 63% of global data, increasing the reliance on mobile networks



### REDUCED NETWORK COSTS

with streamlined design and operational benefits



### HIGHLY ENERGY EFFICIENT, UP TO 97.7%

power delivery optimization across all radios saves energy, reduces power costs and lowers the network's carbon footprint



### INCREASED NETWORK AVAILABILITY

Thanks to extended battery run-time, efficient battery management and reduced deployment time and outages

## SOLUTION

**Optimizing power delivery for diverse power needs of virtually any tower-mounted radio configuration resulting in:**

- Higher-density/capacity
- Higher-availability
- Incremental growth
- Higher-power
- Cost-efficiency and more.