

Digital



Wireless



Red Tower constantly evolves to stay ahead of its competitors

BY CB STAFF

As mobile technology rapidly evolves, most savvy consumers keep up-to-date with the latest advances and innovations to ensure that they'll be able to obtain greater benefits from their investment. Consequently, cellphone service providers must keep pace with today's ever-changing mobile technology to remain competitive in this aggressive market.

Red Tower, a company dedicated to designing and developing telecommunication towers and infrastructures, is aware of this huge challenge facing digital technology companies, and that is the reason why it is committed to providing its customers with assistance in this constant evolution process through its pool of telecommunications experts and

other professionals.

To this end, Red Tower's radio frequency engineers have worked on a design to build a network that will enable wireless carriers to reach greater distances, thus, providing wider signal coverage without overloading a certain area with unnecessary communication towers.

"In addition, carriers will be able to broaden their array of services since they'll also be capable of offering Wi-Fi, WiMAX and Voice-over-IP (VoIP), among other wireless services, through this same network," said Olga Lucía Gómez, marketing and public relations vice president of the company.

Red Tower's experts can help telecommunications companies with equipment installation and/or replacement, site maintenance, management and civil, electrical and

structural engineering services as well as space leasing and consulting services in the areas of permit acquisition, compliance and marketing.

"Given that the company is highly committed to its clients, it maintains open and effective communication channels with project managers to avoid unnecessary delays and misunderstandings," said Gómez.

"Our formal assessment tools to evaluate each site we develop, along with our constant search for cost-effective alternatives to help our customers cut back on costs without sacrificing quality of work, constitute another edge over our competitors," stated the marketing executive, adding this is possible thanks to an innovative business

model driven to help clients save money in infrastructure installation services. "This way Red Tower makes its contribution to the telecommunications industry by reducing high costs facing wireless carriers, thereby encouraging them to embark on the development of new installations."

Despite being a young company, Red Tower Corp., which was founded in 2007, has been very successful due to its executives' and employees' vast experience in the communications industry, its strict compliance with local and federal requirements and environmental laws, its commitment to comply with all structural design and its ability to deliver work on time and on budget. ■

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