

CBRS
Markets
and
Applications
Post PAL
Channel
Allocation

Presenter:

Richard Bernhardt

National Spectrum Adviser

Wireless Internet Service
Providers Association

408-472-0881

rbernhardt@wispa.org

<http://www.wispa.org>

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Choosing Market for Deployment of CBRS

Cellular and Mobile Providers – CBRS is a 5G Capable Band
Fixed Wireless Applications Including WISPs: PTP and PtMP
Private Enterprise and Private Networks
Municipal and Co-Op Services
Schools and Educational Facility Operators
MDUs and MTEs
Large Venue Facility Operators
Coming: Neutral Host Operators

CBRS Vertical Market Segmentation

- **Residential and Home Facilities and Related Services**
- **Business (small/medium/large) and Corporate**
- **Industrial and Supply Chain Business/
Industrial or Business Buildings and Businesses**
- **Entertainment Facilities and Venues**
- **Internet of Things (IoT)/Industrial Internet of Things (IIoT) and SCADA**
- **Government Related**



CBRS Vertical Market Segmentation (Continued)

- **Schools, Education and Pre-School, K-12 and Higher Education Campuses, Continuing Education: Pre-Schools**
- **Energy and Utilities (Production and Delivery)**
- **Oil and Gas/Resource Generation (Generation, Storage, Delivery): Pumping and extraction facilities and Transportation**
- **Mining and Resource Acquisition**
- **Farming, Agriculture, Dairy and Food Supply Chain**
- **Transportation Infrastructure**
- **Municipal Wireless/Co-Op/Regional Wireless (services offered through)**



CBRS Vertical Market Segmentation (a few more)

- **Public spaces and facilities (City Hall, Airports, Fire Stations, Police Stations, Public Buildings, etc.)
Public Internet distribution**
- **Healthcare/Hospitals, Medical Related and Doctors' Offices
Public Safety and Care Services**
- **Public Lands, Facilities and Access**
- **Financial Related and Money Management & Fin-Tech**
- **Hospitality**
- **Retail, Stores and Retail Related**
- **Houses of Worship**

GAA v. PAL

Secondary
Market

Fixed and
Mobile

GAA: Provides a low cost dedicated Licensed by Rule solution which is available now and is less cluttered and populated than Wi-Fi. CBRS GAA also complements Wi-Fi in solutions for in building. Capacity advanced delivery outdoors.

PAL: Provides dedicated solutions for private networks, dedicated spectrum needs; advanced industrial solutions; and can be region specific and flexible – Lease if not used.



Fixed Wireless & WISPs – Using CBRS

- Over 50,000 fixed wireless CBRS CBSD deployments in Part 90-Part 96 transitions.
- Residential deployments in rural, suburban and urban environments.
- Advanced retail uses in shopping malls, retail strips, urban centers, and more.
- Multiple Dwelling Units (MDUs) and Multiple Tenant Enterprises (business) .
- Entertainment venues and general venues.
- Office complexes and industrial applications.
- Work at home and remote working.
- IoT and IIoT.
- Education and homework gap solutions.
- Airports and transportation hubs.
- Serving subsidy needs in rural areas including CAF II, RDOF, CARES, RUS and more.

