

Cutting Edge Retail at Marina Bay Sands



A Smart Retail Solution enabled by LampSite and Service Anchor

The Venue:

- One of the largest luxury shopping centers in Asia
- 40 million visitors per year
- Total Area: 100,000 square metres

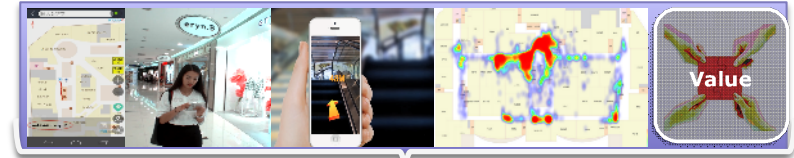


The challenge:

- Poor LTE service provided by external macrocells
- Complex and costly upgrade for existing DAS system
- Accurate location required for Smart Retail

The Solution:

Service Anchor enables new revenue and business models through location based services



Service Anchor
+
LampSite



LampSite delivers high quality MBB coverage and high accuracy location information

StarHub Singapore enhance MBB & enable smart retail services in Marina Bay Sands Hotel with Huawei LampSite & Service Anchor

[Huawei Smart Retail Solution](#)

