



## The Basics of Navigating DAS

With society's endless lust for cellular coverage everywhere and at all times engineers, designers, and installers are forced to be creative while adhering to regulations and guidelines, enter DAS (Distributed Antenna System). A DAS can fill the holes of coverage and bring signal in where outside towers can't. This solution is very attractive to businesses, building owners, and public venues, but where do you start? Who is going to tell you the pitfalls and how much will it cost?

The truth is, DAS are very expensive and now most installation companies charge by the square foot. The smaller the square footage the less cost effective a system will be, which then becomes a question of how much do we really need this? Many DAS specialists can give you an estimated cost without even seeing the facility, but in my opinion, no building or installation is ever cookie cutter. Many customers will ask "why does it cost so much? I just need bars on my phone." The liabilities of these systems are great and the regulations of the frequency owners must be followed.

Looking for a DAS provider can be simple but often leads to more questions than answers. Customers can start with web searches, contacting their cellular providers, working with architectural firms, or speaking with suppliers. Be sure to ask questions such as... "Are you design software certified? What kind of relationships do you have with cellular providers? How long have you been doing this? Will my system accommodate future frequencies?" Make sure to get your questions answered and cellular providers on board with the system design proposal before installation or you could end up with an expensive ineffective system that will need additional costs to fix the problems.

It's normal for customers to have a lot of questions but if customers get multiple proposals to compare and go with a provider that makes them feel comfortable, things don't have to be complicated.

For more information on Distributed Antenna Systems, contact Primus at (800) 435-1636 or [support@primuselectronics.com](mailto:support@primuselectronics.com).

- Jake Hagen