

# Rural Open Sure Signal newsletter



## Introducing Rural Open Sure Signal - 'ROSS'

Firstly, congratulations - your community has been chosen for our Rural Open Sure Signal shortlist. Thank you for your efforts in acting as Village Champion so far – we really appreciate the support from your community and your MP.

Sophie Ree (Network Communications) will be looking after your application and act as your main point of contact here at Vodafone. You'll have received an email with the exciting news that your community has been shortlisted for the programme – this newsletter offers some more information on what's next.

### What's ROSS?

The Rural Open Sure Signal, or 'ROSS' programme, is a community-led initiative to bring 3G coverage to not-spots across the UK. The technology is called a 'femtocell' – which translates to 'small cell' to you and me.

The Open Sure Signal units (about the size of a cereal box) are installed on properties across your community and connected to a dedicated broadband line. This creates a 3G signal open to any Vodafone UK customer in range, using a 3G device.

### What's next?

Over the next few months, our technical team will be:

- Analysing our future plans for the spread of coverage from our planned network upgrades and investment to ensure Rural Open Sure Signal is the best solution for your community.
- Conducting broadband speed checks to ensure Open Sure Signal technology will perform optimally in your community.
- Surveying your community and proposed sites for the Open Sure Signal units to ensure their locations are most effective in providing widespread coverage.
- Creating design plans for the locations of the Open Sure Signal units across your community.

Find out more about ROSS

[www.vodafone.co.uk/rural](http://www.vodafone.co.uk/rural)

### What's the technology look like?

#### Internal Sure Signal router unit



#### External Sure Signal antenna unit



### Follow ROSS

- On Twitter #ROSS100  
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- Vodafone social  
[www.blog.vodafone.co.uk/tag/ross100](http://www.blog.vodafone.co.uk/tag/ross100)

### Share your ROSS journey

Find out the latest ROSS news and share your experience with other community Village Champions in our dedicated ROSS eForum at [www.vdfn.co/ross](http://www.vdfn.co/ross)

### Got a question?

We're happy to help, just get in touch:

- By email at [sophie.ree@vodafone.com](mailto:sophie.ree@vodafone.com)
- Or give us a call on **07795 288550**

## Meet the team...

Let's introduce ourselves - here are a few faces to put to names:

**Ally Stevens** – Media relations



**Rob Matthews** – Networks



**Dean Hughes** – Technology



**Sophie Ree** – Communications



## Who will you hear from next?

Our technical team (headed up by Rob and Dean) will be in touch in the next few weeks to arrange potential survey dates.

Just so you know - they'll contact you with a phone call, and follow up with an email to confirm.

## When will you have 3G coverage?

To give you an idea, we're aiming to bring Open Sure Signal technology to 100 communities over the next 12-15 months.

We'll start designs for installation once your community has passed our initial technical assessments.

## What happens once Open Sure Signal is live?

When we're ready to switch Open Sure Signal on we'll:

- Arrange a media event in your community, and invite your MP along. We'll be in touch to arrange all the details and will ask you to invite relevant members of the community.
- Supply you with a welcome pack with some general FAQs and technical troubleshooting information, should you experience an issue.

## Where's ROSS, so far?

