



ERA[®] DAS

THE ALL-DIGITAL WIRELESS SOLUTION TRANSFORMING
RETAIL CONNECTIVITY ENGAGE YOUR IN-STORE CUSTOMERS

RETAIL DEPENDS ON RELIABLE CONNECTIVITY

Today's shoppers expect seamless wireless connectivity everywhere they shop — from malls and flagship stores to grocery, big-box, and specialty retail environments. Reliable indoor wireless coverage is no longer a convenience; it is an essential part of the modern retail experience.

Every moment in a modern retail environment depends on dependable wireless communication. Shoppers expect always-on connectivity for digital engagement, mobile payments, social interaction, and personalized experiences, while retailers rely on connected systems to optimize inventory, operations, and customer service.

ERA® DAS is not a future concept. It is deployed and operating at scale today, backed by a decade of real-world digital deployments.

Reliable store-wide 5G coverage supports:

- Seamless customer engagement and digital experiences
- Mobile applications, promotions, and loyalty programs
- Real-time inventory management and supply chain visibility
- Operational efficiency and automation
- Secure transactions and payment systems
- Smart-store innovation and analytics

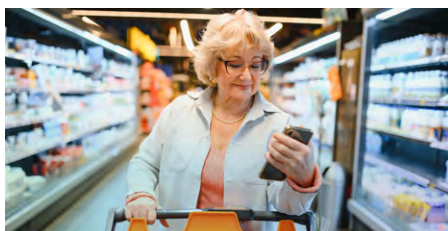
ERA DAS performance in hard-to-reach retail areas

The ERA digital DAS platform is engineered to deliver high-performance 4G/5G connectivity throughout complex retail environments — including the places signal normally dies:

- Deep interiors of malls and department stores
- Big-box floors and grocery environments
- Stockrooms, back-of-house and fulfillment spaces
- Parking structures and below-grade levels
- Food courts, common areas and entertainment spaces
- Mixed-use retail destinations and multi-tenant centers



Why connectivity matters in retail



Seamless connectivity for shoppers

Dependable indoor 5G coverage lets shoppers stay connected, use apps, and engage with digital content throughout the shopping journey — reliable voice and data across the store, seamless mobile payments, access to shopping and loyalty apps, real-time product information, social sharing, and consistent coverage in parking areas, food courts and common spaces. Reliable connectivity creates frictionless experiences that improve satisfaction and encourage repeat visits.



Engaging, location-aware retail experiences

Interactive mobile experiences and personalized promotions help retailers increase engagement and drive sales: personalized offers, mobile loyalty and rewards, interactive product experiences, digital wayfinding, QR and app-based engagement, and real-time notifications. Location-aware promotions let retailers tailor the experience to where a shopper actually is — turning a physical store into something a phone can respond to.



Operational efficiency and automation

5G-enabled inventory management and connected retail systems streamline operations and improve supply chain visibility — real-time inventory tracking, automated availability updates, smart shelving and sensors, connected point-of-sale, workforce communication, and automated fulfillment and pickup workflows. Reliable wireless infrastructure supports faster operations, less downtime, and better retail performance.

CONNECTED CUSTOMER EXPERIENCES

High-speed connectivity for immersive, engaging shopping

5G-enabled customer experiences include:

- Mobile shopping and digital engagement
- Contactless and mobile payments
- Augmented reality product interactions
- Interactive displays and kiosks
- Streaming digital content and promotions
- Omnichannel shopping experiences

The ERA® all-digital DAS platform preserves signal integrity end-to-end, enabling reliable mobility and real-time engagement throughout the store.

SMART RETAIL OPERATIONS AND INVENTORY MANAGEMENT

Connected systems optimizing inventory, fulfillment and workflow

Smart retail applications include:

- Real-time inventory visibility
- Automated stock replenishment
- Smart shelves and connected sensors
- Mobile workforce applications
- Supply chain coordination and logistics
- Buy-online-pickup-in-store workflows

Reliable connectivity supports faster decision-making, improved efficiency, and enhanced customer service.

RETAIL OPERATIONS, SAFETY, AND FACILITY MANAGEMENT

A growing ecosystem of connected industrial systems

Connected retail systems include:

- Security monitoring and surveillance
- Emergency communication systems
- Building automation and energy management
- Smart lighting and HVAC systems
- Predictive maintenance technologies
- IoT-enabled facility operations

These systems must function reliably across all retail spaces — including stockrooms, loading docks, parking structures, and common areas.



WHY 5G DOESN'T REACH INSIDE

Here is the problem: the macro network was built to cover ground, not to get through it. Retail buildings are built to be sealed — concrete slabs, metal roof decks, low-emissivity glass, refrigeration walls, and whole floors of parking below grade. A strong signal in the car park can be nothing by the time a shopper reaches the middle of the floor. Adding towers outside does not fix it, because the building is the obstacle — and the shopper who cannot check a price or pay with their phone is standing in the exact spot where you needed them not to.



WHAT A DAS IS

A distributed antenna system brings the mobile operators' networks inside and distributes them through the building. Signal arrives at a headend, travels the site over fiber or CAT cabling, and is radiated by antennas placed where people actually are. One shared system carries every operator at once — so a shopper on one carrier and a store associate on another get the same coverage from the same infrastructure. It is building infrastructure, engineered like power or Ethernet: a backbone, and distribution.

YOU NEED BOTH WI-FI AND DAS

Every store has Wi-Fi, and it is not going anywhere.

It carries POS, scanners, back-office and building systems — the network the retailer runs. But every shopper walking in is carrying a phone looking for a cellular network the retailer does not run, and almost none of them will join the guest network to use it.

Wi-Fi calling does not close the gap. It has to be switched on, and it only works once someone is already on the store guest Wi-Fi network — which a shopper who came in for one thing, a first-time visitor, or anyone who has ever seen a captive portal are not. It hands off poorly at the door. And it does not carry what a cellular network carries: E911 that knows where the caller

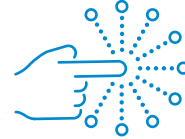
actually is rather than where the account is registered, wireless emergency alerts to every device in a building, or public-safety communications. A DAS is how the cellular network itself gets inside — every phone, every carrier, automatically, with nothing to switch on.

The two do different jobs. Wi-Fi is the network you run for the devices you own. A DAS is how the operators' networks reach everyone else — so a shopper on one carrier and an associate on another both have service, in the same aisle, on the same infrastructure. Retail needs both — and the shopper is the one who was never going to join anything.

Together, these technologies form a resilient, multi-layer wireless foundation for modern retail experience.

Every DAS brings cellular indoors.

ERA[®] DAS is built on four things most cannot claim.



ONE PLATFORM

Any venue. Any operator. Any technology.

One infrastructure, approved by global operators, carrying public cellular, private networks and public safety — pre-4G through 5G. A true neutral host: every carrier on one shared infrastructure. Put the RAN where it makes sense — in a single store, across a mall or centre, or centralized remotely across a portfolio — with low-, medium- and high-power radios matched to the space, from sales floors and food courts to stockrooms, loading docks and parking structures.

ALL DIGITAL

Digital connectivity. Today. Evolvable.

An industry first: only the ERA DAS platform digitally connects all major RAN vendors to DAS, simplifying operator connectivity.

No analog RF. Anywhere.

Direct digital connectivity eliminates radio heads, POI systems and RF combining in the headend, reducing equipment and infrastructure in space-constrained hospitality environments.

Performance that's measured.

Up to 30% higher signal quality and throughput and up to 98% lower latency in live, high-density deployments.

Smaller. Cooler. Greener.

Up to 90% less headend space and up to 55% lower power and cooling.



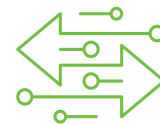
SOFTWARE-DEFINED OPERATIONS

Simple to deploy. Intelligent to operate.

Zero-touch configuration, software-defined routing, real-time visibility and built-in security simplify deployment with minimal disruption to a property that never closes.

Lower CAPEX. Lower OPEX.

Fewer RF components, software-based expansion and fewer site visits make it easier to support growth and changing capacity needs.



PROVEN AT SCALE

Proven. Not promised.

All-digital ERA DAS, operating at scale today across malls, retail centers and lifestyle destinations.

Digital since 2014.

More than a decade of digital DAS innovation, and still advancing.

TRUSTED FOR RETAIL ENVIRONMENTS

ERA® DAS supports a wide range of retail and commercial environments, including:



Shopping malls
and retail centers



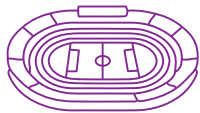
Big-box and
department stores



Grocery and
specialty retailers



Mixed-use
retail developments



Entertainment
venues



Airports and transportation
retail hubs



Multi-site retail portfolios



Smart retail and connected
commerce initiatives

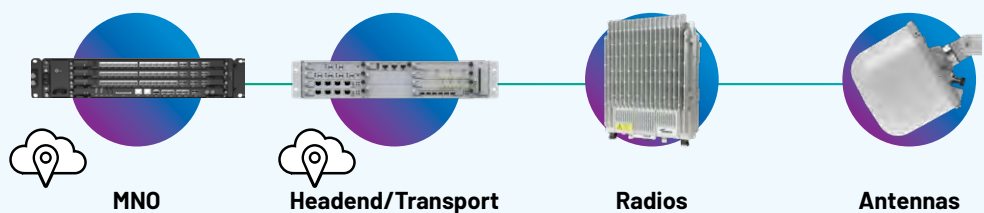
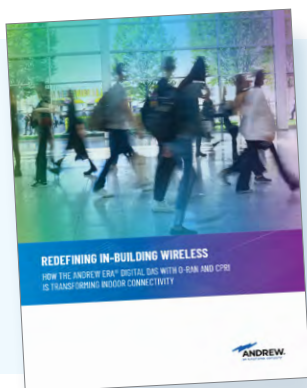
Empowering retail with future-ready digital infrastructure

The ERA digital platform enables retailers to modernize with confidence. Its all-digital architecture strengthens customer engagement while preparing retail environments for the next generation of connected commerce and smart-store innovation.

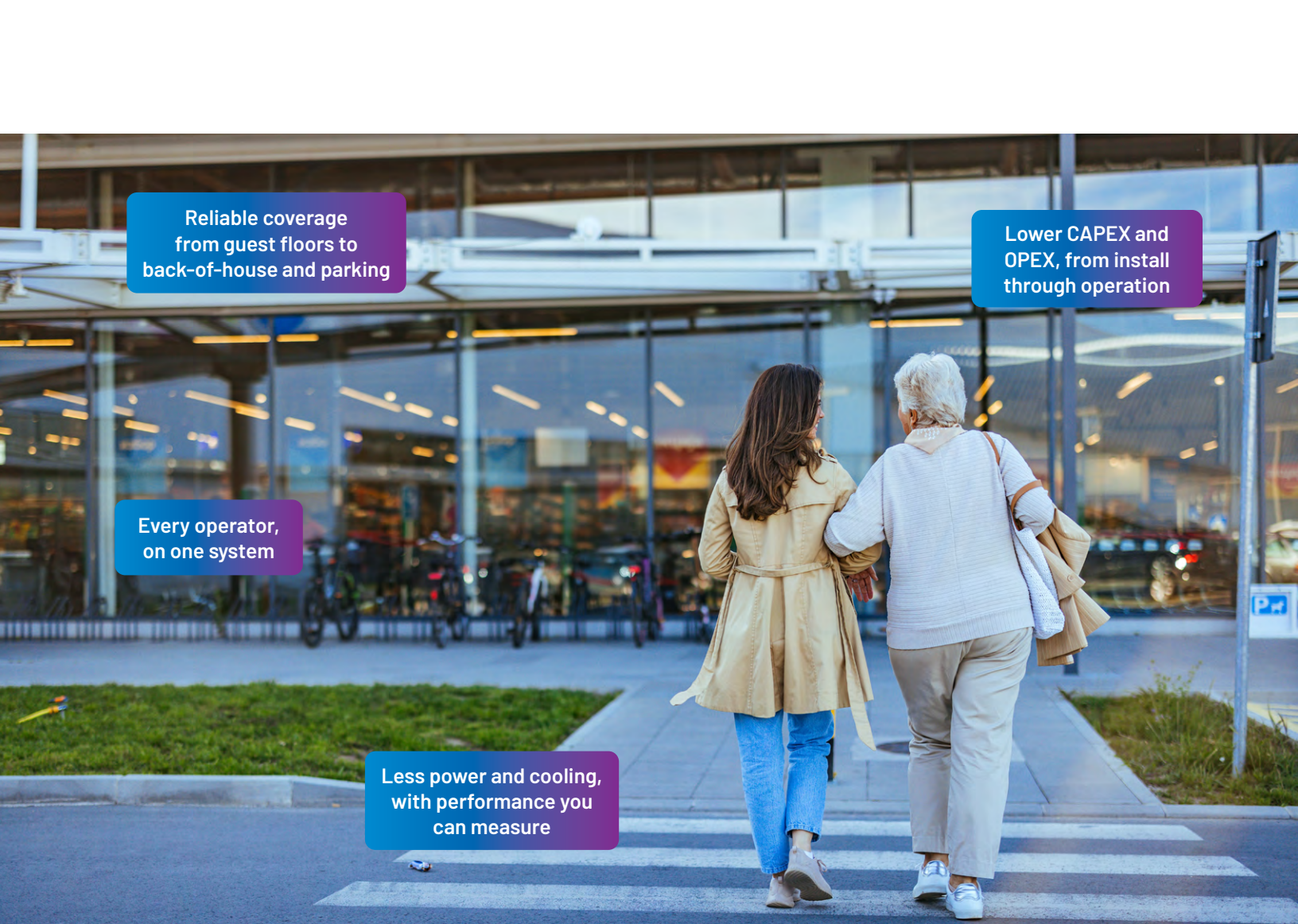
With the ERA DAS platform, retailers gain:

- Enhanced customer engagement and satisfaction through reliable connectivity
- Improved operational efficiency and inventory visibility
- Universal 4G/5G coverage for all major carriers
- Lower power, cooling, space, and lifecycle costs
- Scalable infrastructure that evolves with future technologies
- A competitive advantage through differentiated in-store experiences

The ERA all-digital platform is more than a DAS. It is the foundation for connected, engaging, efficient, and future-ready retail environments — engineered by ANDREW®.



For the full architecture, see the [ERA DAS capabilities brochure](#).



Reliable coverage
from guest floors to
back-of-house and parking

Lower CAPEX and
OPEX, from install
through operation

Every operator,
on one system

Less power and cooling,
with performance you
can measure

Since 1937, ANDREW, an Amphenol company, has driven the evolution of wireless technology. Trusted by mobile network operators and enterprises globally, we work closely with our customers to deliver innovative solutions that enhance connectivity experiences both outdoors and indoors. Our dedicated global team is committed to advancing the industry, fueled by the vision that a better-connected future is possible.



[ANDREW.COM](https://www.andrew.com)

Visit our website or contact your local ANDREW representative for more information.

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