

Press Release

MILAN'S MERLATA BLOOM IS 5G THANKS TO INWIT'S DAS INFRASTRUCTURES.

MULTI-OPERATOR INDOOR QUALITY CONNECTIVITY.

Shopping, food, entertainment, and events travel on 5G in the heart of Milan's new smart district.

Milan, Nov. 15 – It is INWIT's DAS distributed micro-antenna system that makes 5G coverage stable and efficient at the innovative Lifestyle Center Merlata Bloom, which opened today in the heart of Milan's new smart district.

The largest shopping center in the Lombard capital, which offers nearly 200,000 square meters, 210 commercial activities, more than 10,000 square meters of spaces dedicated to leisure, culture and entertainment, 4,000 parking spaces and in which an estimated 110,000 people a day will transit, also benefits from an innovative dedicated indoor mobile coverage system. INWIT's Distributed Antenna System (DAS) has more than 200 microantennas, with 3 operators already active, enabling wireless signal reception in the entire Merlata Bloom area, including as many as 3,200 square meters in 5G and the remainder in 5G ready.

"Innovative centers like the Merlata Bloom in Milan are meeting the needs of customers, who are increasingly sensitive to connectivity. That is why in such densely frequented places, especially by the new generations, INWIT's DAS shared infrastructures, capable of providing efficient dedicated coverage of the main mobile operators, including 5G, are essential." – said Lucio Golinelli, Chief Commercial Officer at INWIT.