



**Panorama Antennas' Modem Mate adapter provides a universal antenna adapter for all 3G Modems.**

**Panorama Antennas this week announced the launch of a new device which will enable all 3G mobile broadband users to benefit from the increase in transfer speeds which can be provided by an external antenna. Many 3G modems on the market today do not have a connector for an external antenna but this is no longer a problem as the Modem Mate couples inductively with the internal antenna of any 3G modem allowing the signal to be routed to a more effective antenna.**

Mobile broadband sales recently exceeded 100,000 units per month in the UK alone and the growth in this market sector shows no sign of abating. In many parts of the country network capacity has struggled to keep pace with this explosive growth in 3G usage. 3G mobile broadband is often used as a substitute for fixed line broadband in areas which are not served by the latter and yet these areas are often more remote and suffer from poor 3G coverage. Without a strong signal it is impossible for users to achieve advertised data rates and quality of service suffers. This problem has been exacerbated by the recent trend amongst service providers towards offering 3G modems which do not feature an antenna connector. This prevents many users from taking the simple step of improving their data rates by using an external antenna.

The Panorama Antennas Modem Mate adapter provides a simple and universal solution to this problem. The Modem Mate will work with USB modems and data cards regardless of whether they have an external antenna connector. It is designed to couple inductively with the internal antenna in 3G modem devices in order to route their signal to a more efficient external antenna. The adapter features an innovative fastening strap which enables it to swiftly and securely attach to and detach from any 3G modem on the market without damaging it or leaving unsightly marks. It can be supplied alone or kitted with any 3G antenna in the Panorama Antennas range.

“The market has been crying out for this product for a long time. The need for signal boosting antennas can be an after-thought for data card and modem manufacturers and many 3G modems do not even have an antenna connector anymore. Users in poor coverage areas have been in a tricky situation until now. Fortunately with the Modem Mate they can connect any antenna we supply to their 3G modem and benefit from increased signal strength and transfer speeds. ”

John Thomson, Product Development Manager, Panorama Antennas Limited

For additional information on the new Modem Mate adapter or to order samples, call Panorama Antennas or visit <http://www.panorama-antennas.com>. The Modem Mate is available globally now.

About Panorama Antennas Ltd:

Panorama Antennas, a family business now in its 3<sup>rd</sup> generation, is a leading design and manufacturer of antennas for radio communications. Established in London in 1947, Panorama started life as a company manufacturing consumer products. By 1952, buoyed by huge demand for TV's in the UK, Panorama moved into the manufacturing of components for televisions including antennas.

Today, Panorama is a major producer of antennas for telecommunications and electronics companies around the world employs over 50 persons and has 8 overseas sales offices.

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