PLACE FUTURES NOTE

5G AND PLACE

HUB
an indara company

5G AND PLACE -
WHY IT MATTERS?

Telecommunications networks are a backbone enabler for those seeking to use data insights to shape high performing places, spaces, assets and customer experiences.

HUB's connected urban infrastructure supports carrier networks, creates local area networks and connects smart devices and things, to activate, measure and enable urban life.

Enhancing connectivity and coverage with the next (5th) generation of telecommunications is now well underway in Australia, and we are playing a crucial role.

5G brings a new infrastructure 'set', including the small cell radio access nodes and antenna that need to be deployed at high levels of density in some environments to ensure ubiquitous coverage.

So to ensure we achieve this new level of connectivity without the 'clutter', HUB is innovating in its product design to ensure the relevant 5G equipment can be 'hidden in plan sight' within our elegant and discrete SMART.NODE™ infrastructure.

Our mission at HUB is life_enabled.

Our three 5G place priorities

1_COLLABORATION

Without a common vision, trust and collaboration between multiple stakeholders, 5G deployment will not achieve the high quality urban outcomes the community expects.

HUB believes collaboration is the backbone of successful 5G deployment, and sets this as it's starting point. We seek to work openly and transparently with all key stakeholders to deliver mutually reinforcing goals.

2_HIDE IN PLAIN SIGHT

As the leading connected infrastructure product designer in the market, urban outcomes are at the heart of our work.

Our design ethic is focused around ensuring people are first, by respecting the quality of the public realm, local character and heritage. Reducing visual clutter by pushing the limits of design innovation for our products is our commitment.

3_DIGITAL BY DEFAULT

With the Australian government investing in a digital economy, the idea of 'digital by default' must be converted into reality, in a sustainable way.

For the public realm, this will mean more deployment of telecommunications and other technology infrastructure. An ad-hoc, piece by piece approach will not uphold the values of quality public space.

HUB's product and service design and procurement and business models have been reset to cater for the need to future proof for high quality urban outcomes.

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