



## Neutral Wireless: PR & Marketing Toolkit

### Introduction

This toolkit contains textual and image assets for use in any media coverage concerning Neutral Wireless, as well as notes on branding preferences concerning logo usage, colours, etc.

For any questions regarding PR or social media, please feel free to contact us directly at [info@neutralwireless.com](mailto:info@neutralwireless.com).

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## 1. Neutral Wireless Logo

Neutral Wireless have two main colour variations of our logo: one for use with dark backgrounds, and one for use with lighter backgrounds. We have included both options in this toolkit (with .png and vector files in the accompanying directory). We have also included a version that omits our “Spectrum. Unleashed.” Slogan, intended for use where the final image size is suitably small.



For spatially-constrained instances, such as a corner watermark for a video, we also have the “NW” variation of our logo — again with variations for light and dark backgrounds.



For instances where a circular background is desired, we have provided “NW” logo variations for those too.



## Logo Hexadecimal Colour Codes:



- #1f3152 (top half of light-background logo)



- #e4e3e3 (top half of dark-background logo)



- #26a9e0 (bottom half of logo)

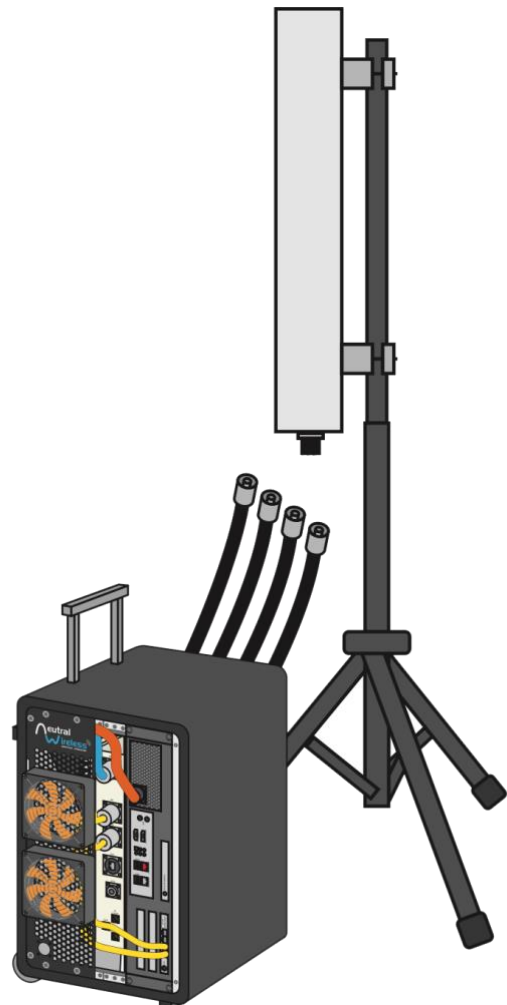
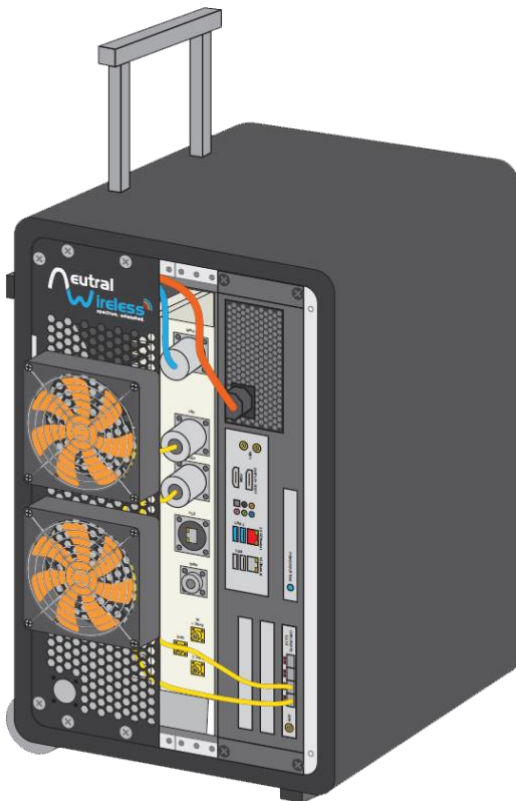


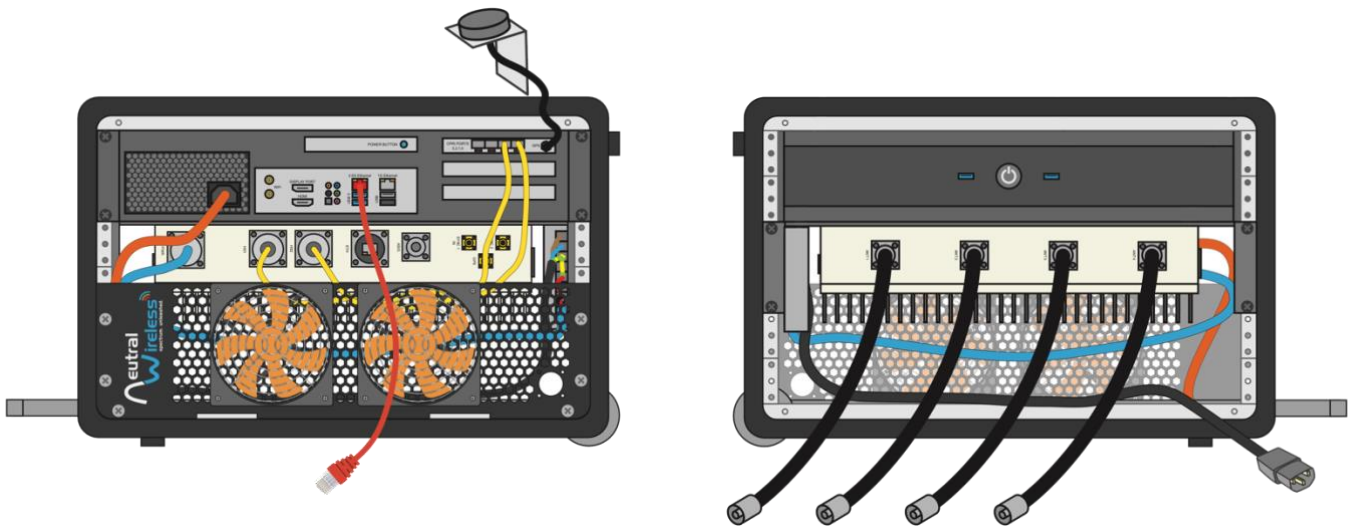
- #282b31 (preferred background colour for dark-background logo)

## 2. Images

All of the below images will also be provided as separate assets.

### Lomond Network-In-a-Box (NIB) Diagram Images





Lomond Network-In-a-Box (NIB) Product Image



### **3. Company Biography**

#### **Short Version (~100 words)**

Neutral Wireless is a modern and multi-faceted mobile communications company with extensive experience in FPGA development and Software-Defined Radio. The team have worked together for over a decade, and have a proven track-record of advising international companies and delivering projects across the globe.

Neutral Wireless offers design and integration services for various potential use cases. Our “truly-mobile” Lomond Network-In-a-Box can provide a fully operational non-public network in as little as 5 minutes of set-up, and our team of specialised FPGA engineers operate across a myriad of design areas involving AMD-Xilinx hardware and SDR systems.

#### **Medium Version (~150 words)**

Neutral Wireless is a modern and multi-faceted wireless communications company with extensive experience in its field. The senior team have worked together for over a decade, building a substantial knowledge base pertaining to FPGA development, Software-Defined Radio, and Private Mobile Networks. We have a proven track-record of advising international companies and government regulators and have consistently delivered on projects across the globe.

Neutral Wireless offers design and integration services for a wide variety of potential use cases. Our “truly-mobile” Lomond Network-In-a-Box can provide a fully operational non-public network in as little as 5 minutes of set-up, making it the perfect pop-up solution for live events and sports broadcasting. Our team of specialised FPGA engineers operate across a myriad of design areas involving AMD-Xilinx hardware and SDR systems: from embedded system and bespoke RFSoc design to the creation of rapid development workflows for streamlined system integration. We also offer professional short courses for training engineers or non-technical audiences.

#### **Longer Version (~250 words)**

Neutral Wireless is a modern and multi-faceted wireless communications company with extensive experience in its field. The senior team have held several positions across the industry — including at Tier 1 UK, US, and Japanese mobile companies; governments; and UK and US universities — and have worked together for over a decade as part of the University of Strathclyde’s StrathSDR research team. Harnessing that experience, Neutral Wireless has built a substantial knowledge base pertaining to FPGA development, Software-Defined Radio, and Private Mobile Networks. We have a proven track-record of advising international

companies and government regulators and have consistently delivered on projects across the globe.

Neutral Wireless offers design and integration services for a wide variety of potential use cases. Our “truly-mobile” Lomond Network-In-a-Box can provide a fully operational non-public network in as little as 5 minutes of set-up, making it the perfect pop-up solution for live events and sports broadcasting — in fact, we can boast the world’s-first private 5G SA network for live HD video broadcasting.

Our team of specialised FPGA engineers operate across a myriad of design areas involving AMD-Xilinx hardware and SDR systems and have experience in the consultation of tier-1 companies. We can guide our clients through the embedded system development cycle, design and integrate bespoke RFSoc systems, de-risk client development plans via design and simulation services, and reduce project timescales through rapid development workflows. We also offer professional short courses for training engineers or non-technical audiences in 5G, wireless technology, and underpinning concepts and design methods.

## 4. PR Quotes

“This is a truly ‘mobile’ 5G solution – ‘mobile’ because the basestation can be easily wheeled to its location in a medium size equipment case, and the Antenna, Radio Unit, Baseband unit and 5G core can be set up in less than 15 minutes.” – **Malcolm Brew, Neutral Wireless (on the Lomond NIB)**

“The 5G NIB utilises part of the UK’s Shared Spectrum band and is configured to support the high uplink data rates required for successful media content production. This ground-breaking technology could ultimately transform rural broadcasting and remove the need for giant satellite trucks and miles of cabling.” - **Cameron Speirs, Neutral Wireless CEO**

“Since our first demonstration with BT Sport, Dorna and Vislink at Silverstone MotoGP in 2021, we have continued to work with our European partners to custom design and integrate a versatile 5G software defined radio solution that has application in many market verticals and it’s great to see this live to air deployment.” – **Cameron Speirs, Neutral Wireless CEO**

## 5. Social Media

Twitter: <https://mobile.twitter.com/neutralwireless>

Linkedin: <https://www.linkedin.com/company/neutralwireless>