5G ROUTER FOR POP-UP EVENT CONNECTIVITY

HIGHLIGHTS

✓ Pop-up events are the new commercial hotness, offering great returns for a low investment. However, their mobile nature does present some challenges when it comes to connectivity – ones which restrict what a pop-up shop can do and accomplish.

✓ Single-handedly solving this issue is the RUTM50 5G router by Teltonika Networks, an FCC-certified device capable of ultra-high cellular speeds of up to 3.4 Gbps.

✓ The RUTM50 cellular router is a cost-effective way to ensure high throughput video streaming and virtual technologies, and equally high client engagement to get the most out of your pop-up ventures.

THE CHALLENGE – NO CONNECTIVITY, NO POP-UP

Pop-up shops are a new staple of the global business landscape. In the United States alone, they generate up to $80 billion in annual revenue. By 2025, that number is estimated to exceed $95 billion.

Why is that?

Part of the equation is the low investment. 44% of pop-up events cost less than $5000 to open, while the average monthly rent of rental space is $23.7 per square foot. For a small business, pop-up events don't demand the higher prices that come with long-term rental investments.
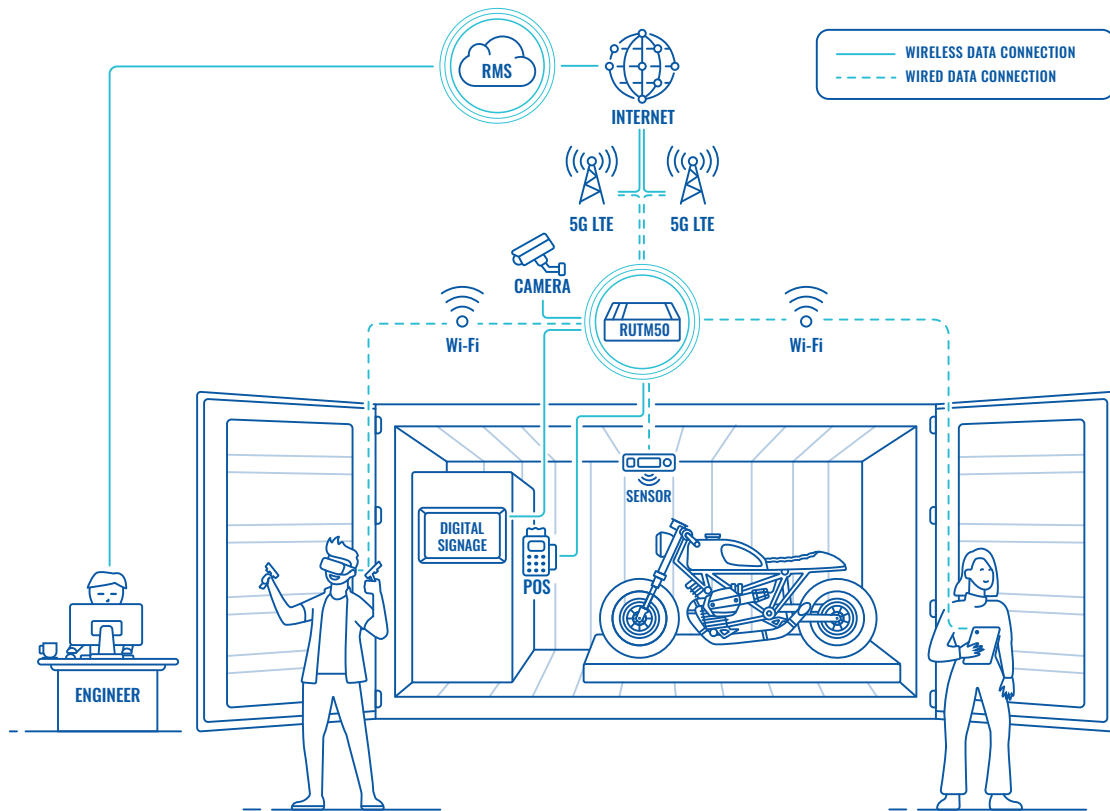
The other side of the equation is how effective such pop-up shops are in achieving their commercial goals. They are most commonly used for launching new products, engaging clients in high-traffic areas, and instilling the thrill of limited-time events and opportunities in new clients.

However, pop-up shops are not without shortcomings. Their mobile and easy-to-build nature also means that they must often make do with limited Internet connectivity, or none at all. This restriction is much larger than it may appear at first glance.

Think about it – without robust connectivity, engaging technologies such as VR, AR, or even the common use of tablets and POS systems all become complex infrastructure issues at best, and impossible at worst.

If you're wondering how to start a pop-up shop, don't fret. There's a simple and cost-effective solution to this problem: deploying a 5G router for your pop-up event.

TOPOLOGY

THE SOLUTION – POPPING UP WITH A 5G ROUTER

Not just a 5G router – the RUTM50 cellular router by Teltonika Networks. This FCC-certified cellular router supports both SA and NSA architectures and was designed with the North American market and its specific modules, frequency bands, and certifications in mind.

Connected to stationary devices like CCTV cameras and POS machines via Ethernet, all while providing wireless connectivity to mobile devices such as VR goggles, this 5G router single-handedly solves the connectivity issue of pop-up events and opens the door to an unprecedented world of marketing value possibilities, such as deploying sensors such as people counters to measure the pop-up event's performance.

The RUTM50 features ultra-high cellular speeds of up to 3.4 Gbps, which reliably enable high throughput video streaming and virtual technologies without any buffering or loading times. This speed also ensures smooth transactions and better customer service. And on the off-chance that a 5G signal is unavailable, this cellular router is backwards compatible with LTE Cat 19, ensuring that your pop-up event's connectivity remains intact, seamless, and robust.

Additional features of this 5G router offer easy integration and flexibility with more of the off-the-beat technologies that pop-up shops could add to their equipment roster. Such features include GNSS functionality, digital I/O, 5 Ethernet (RJ45) ports, and support of a myriad of different communication protocols.

This 5G router is housed in a compact and sturdy aluminium casing that offers resistance to vibrations and extreme temperatures between -40 °C to 75 °C, making it ideal for pop-up events in any commercial environment conceivable, anywhere on the planet. Lastly, the RUTM50 is easily installed in pop-up shops thanks to its DIN rail mounting options, which is possible on both sides of the device.

Indeed, these blink-and-you-miss-it events and shops cannot truly pop up without robust and reliable connectivity. The RUTM50 5G cellular router provides that, and much, much more.