

Cellular Signal, *aimed.*

Eliminate truck rolls

Maximize signal

Monitor remotely

A complete software + hardware platform for self-optimizing cellular antenna systems — built for integrators, carriers, and OEMs.

THE PROBLEM WE SOLVE

90%

of cellular connectivity callbacks come down to one thing — **antenna aiming**.

INTERNAL DATA • CELLULAR PATH FIELD TELEMETRY • 2024–2025

After countless service calls where integrators had to climb ladders just to rotate an antenna a few degrees, we knew the industry needed something better. Cellular Path was founded to eliminate the single biggest cost driver in cellular connectivity deployments: the truck roll.



Truck rolls dominate OpEx

Each field dispatch costs \$300–\$600 in labor, fuel, and scheduling overhead — before the tech even touches the antenna.



Yagis + manual aim = waste

Traditional directional antennas need a human on-site with a signal meter. Aim drifts with weather, tower changes, and vibration.



Carriers lose capacity

Poorly aimed links chew up PRBs, force low MCS, and degrade sector performance — hurting every other user on the tower.

COMPANY AT A GLANCE

Built by integrators. Backed by patents.

FOUNDED

2023

Headquartered in Stafford, Texas.
Privately held.

PATENTS

2 + 1

Two US patents granted. One international pending. Brand trademarked.

DISTRIBUTORS

4

Tier 1 and Tier 2 channel partners covering USA, Canada, Australia, and Europe.

CERTIFIED

FCC • IC • EU

Ready to sell anywhere in North America nad Europe. Several other countries pending.

Commercial integrator DNA. Patent-protected technology. Ready to ship.

THE CELLULAR PATH PLATFORM

Software + hardware. Carrier-agnostic. Remotely managed.

AUTOMATIC AIMING

12-point scan. <5 min.

SOCA's motorized rotator scans every major carrier across 12 positions, identifies the strongest signal, and locks on — before an installer finishes their coffee.

360°

ROTATION

12

POSITIONS

ALL

CARRIERS

**Rotates 360° automatically**

Motorized rotator finds optimal direction across all major carriers — no signal meter, no climbing.

**Managed from the app or web**

Unified iOS, Android, and browser portal for install and ongoing management.

**Measures RSRP, RSRQ, SINR, Band**

Real RF metrics at every scan position. Integrator picks the lock target.

**Re-optimizes remotely, in minutes**

Tower reconfigured? Weather shift? Re-aim from anywhere. Zero truck rolls.

INSTALLER APP

A complete signal scan, finished in minutes.

One unified iOS, Android, and web app handles install, re-aiming, and ongoing management — across all major carriers.

- 01

Easy on-site setup

Connect via Bluetooth or local WiFi or a pre-provisioned SIM card. No back-office call required.
- 02

12-point, 360° scan in ~4 minutes

Fewer positions for wide-band antennas. The same scan covers every major carrier.
- 03

Real RF metrics at each position

RSRP, RSRQ, SINR, Band per scan point. Optional Orb integration adds throughput.

RSRP

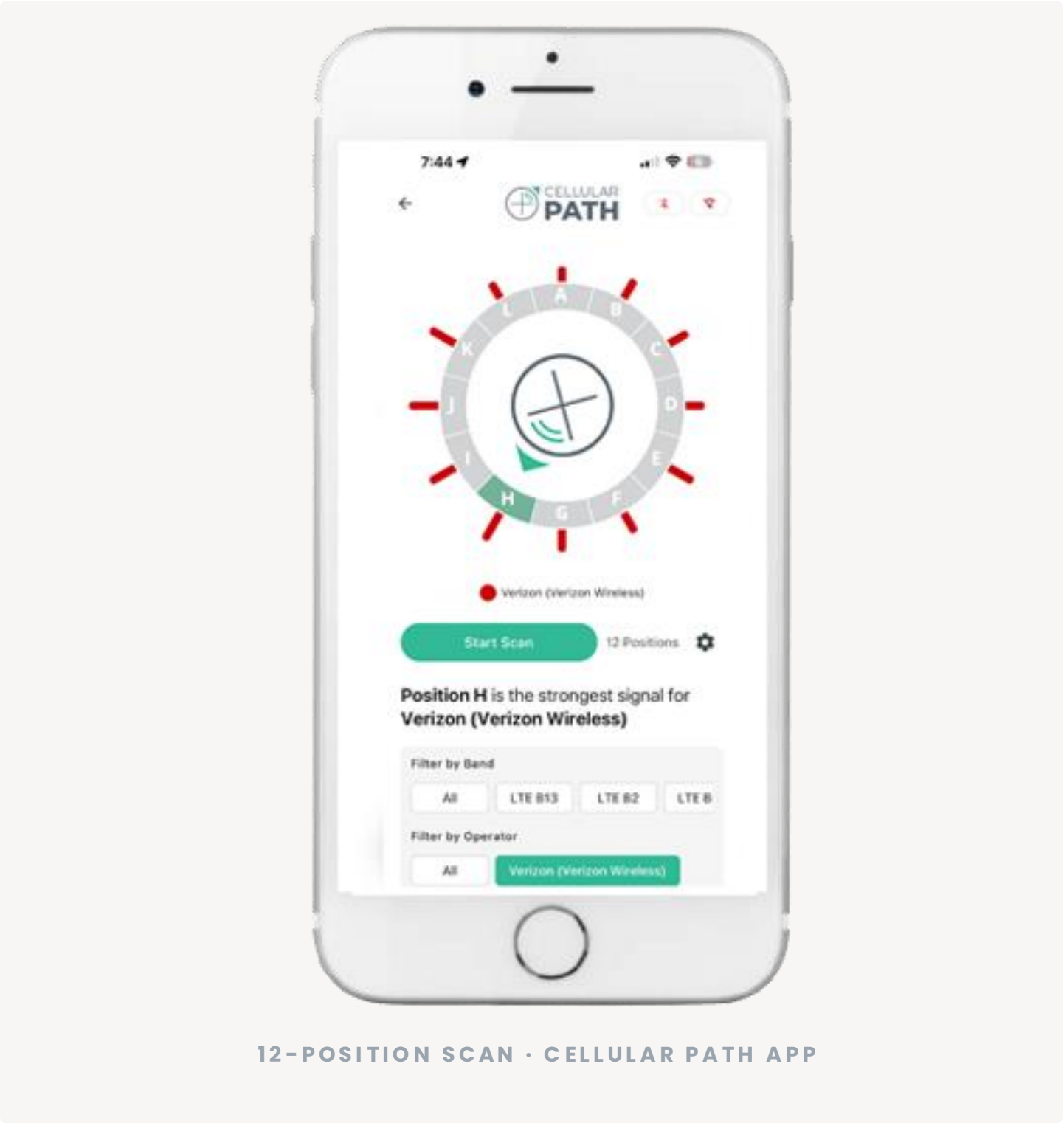
RSRQ

SINR

BAND

UPLOAD

DOWNLOAD



REMOTE MONITORING PORTAL

Manage every site from anywhere.

A unified web portal for fleets — locations, devices, users, alerts, and signal history. Built for the operator who'd rather click than climb.

Free + paid subscriptions

Every device monitored at no cost. Premium tier unlocks advanced telemetry, alerts, and 5+ user team management.

Direct API integration (in or out)

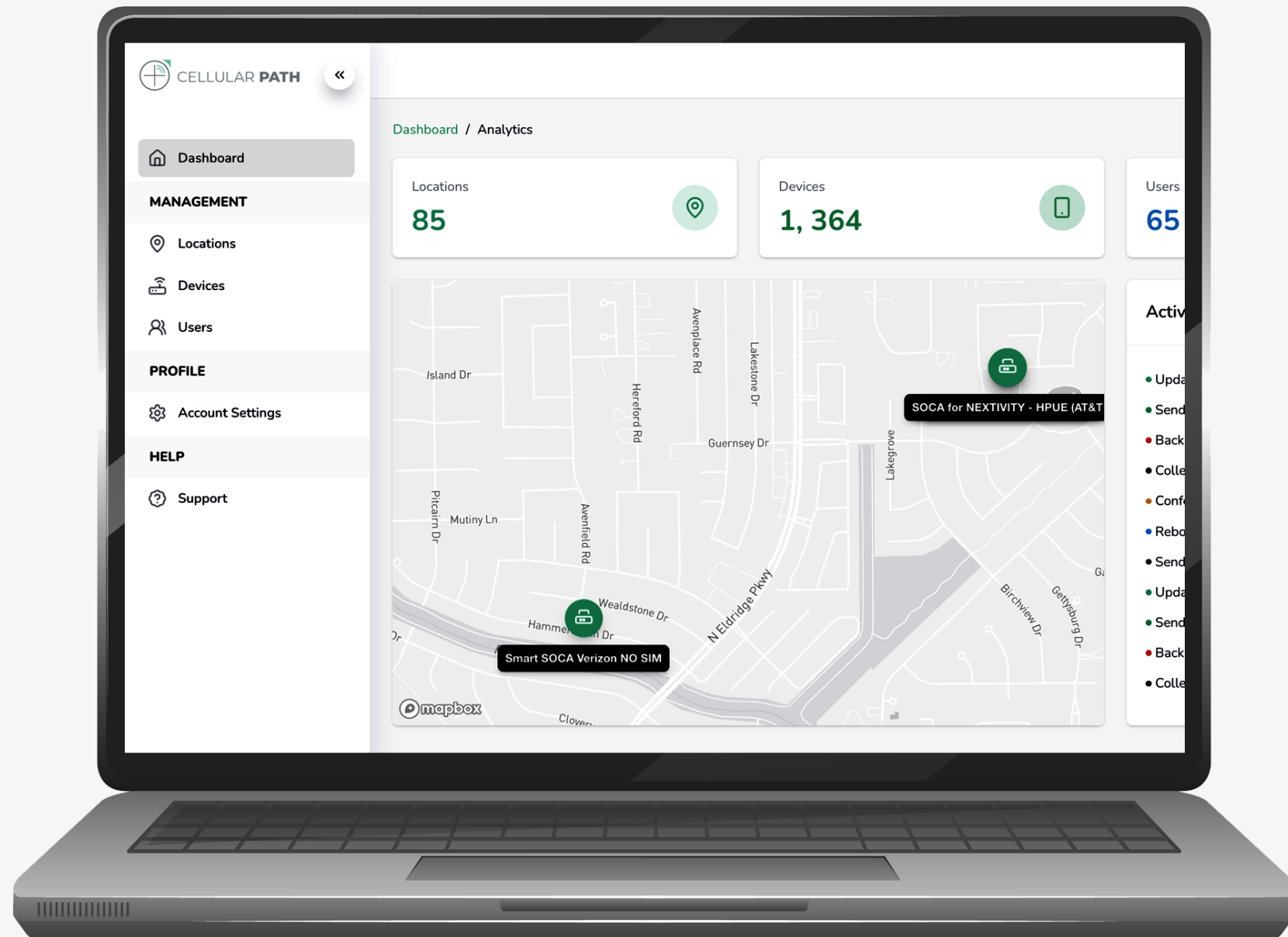
Plug into your own RMS or major manufacturer platforms — Cradlepoint NetCloud, Peplink InControl, Teltonika RMS.

Customizable device database

Add your 3rd-party routers, BDAs, antennas, and accessories to the catalog — track them all in one pane.

SIM card + bonding via API

SIM lifecycle management and Starlink-cellular bonding — all programmable, all from one portal.



THE PRODUCT LINEUP

Three configurations. One platform.

Every SOCA shares the same rotator, controller, and software — configured for different integration scenarios.

PRODUCT 01

Smart SOCA

SISO ANTENNAS & DAS

Our flagship. Pairs with cellular boosters and Distributed Antenna Systems for single-carrier directional optimization.

Built-in Telit CMB100 modem · works with any SISO directional antenna

PRODUCT 02

No Modem SOCA

MIMO ANTENNAS & FWA

Customer's router provides the modem. SOCA provides the aim. Cleanest integration path for FWA.

Cradlepoint · Peplink · Teltonika · Digi

PRODUCT 03

Hybrid SOCA

STARLINK + CELLULAR

Combines Starlink and directional cellular on a single mast. True multi-path resilience for mission-critical sites.

Bonded via Speedify, Bondix and others.

PRODUCT 01

Smart SOCA

For SISO Antennas & DAS Systems

The flagship product. Pairs with cellular boosters and Distributed Antenna Systems for directional carrier optimization. Built for integrators who deploy boosters in SMB, enterprise, and residential environments.

- > Motorized rotator + SOCA controller with built-in Telit CMB100 modem
- > Works with any outdoor SISO directional antenna
- > iOS, Android, and web portal management
- > Designed for booster/DAS integrators — Nextivity, weBoost, SureCall and more



VIDEO - 0:30

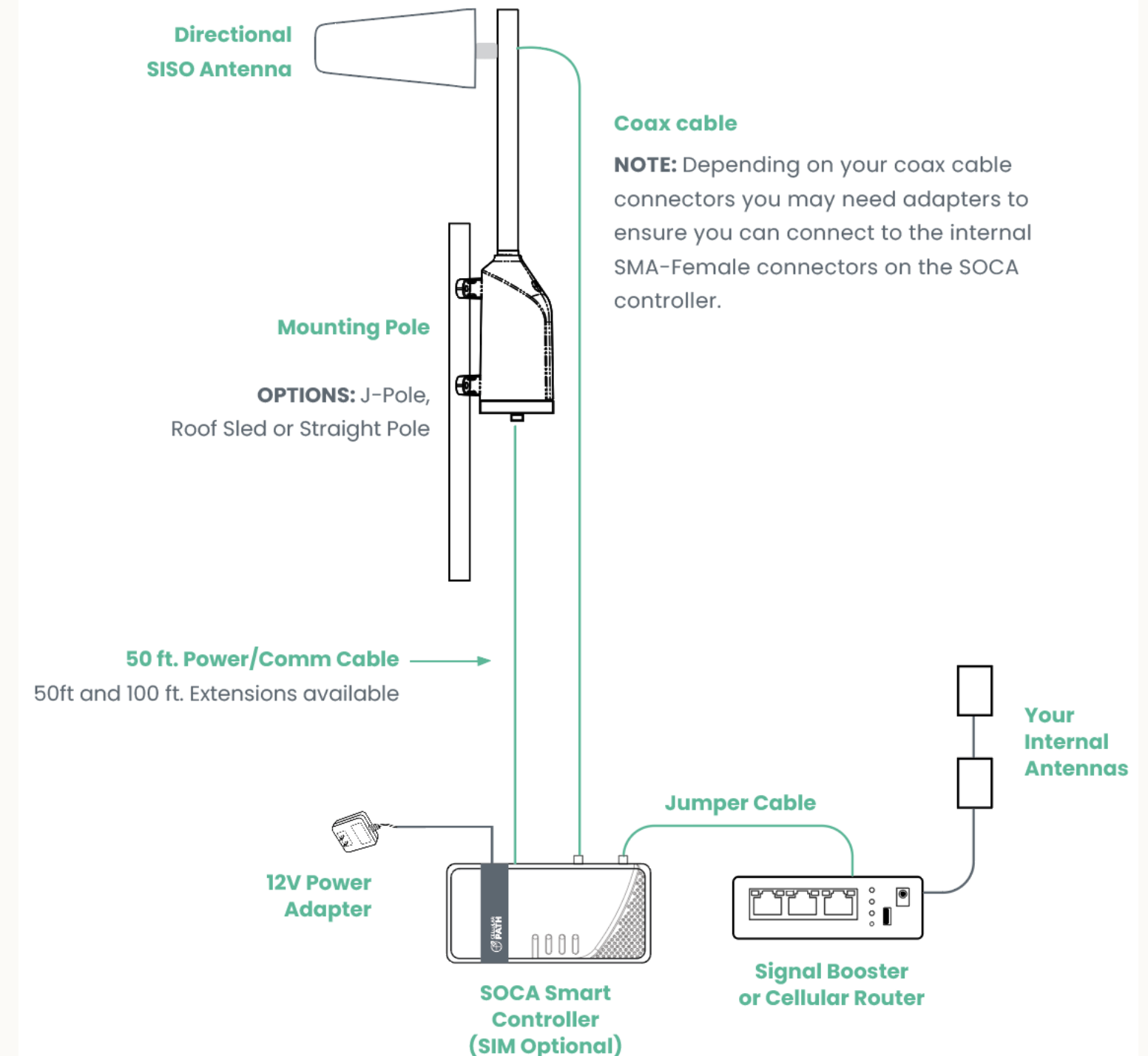
[Watch Smart SOCA in action](#)

HOW IT WORKS • SMART SOCA

From rooftop to booster or router.

A single coax run to a SISO antenna.
A built-in modem and SIM. The
booster or router connects via
jumper. Everything else is software.

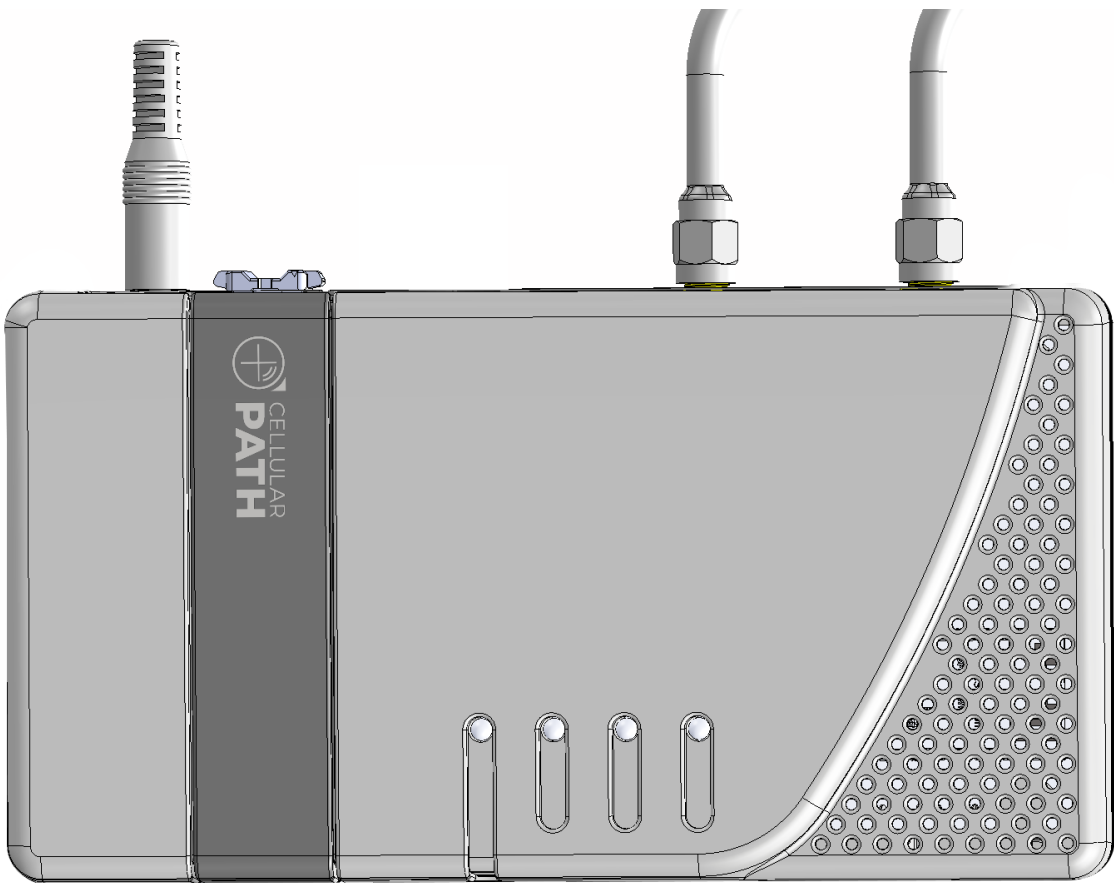
- 1 **SISO directional antenna**
Mounted on the SOCA rotator with a single coax cable.
- 2 **Smart SOCA controller**
Modem + optional SIM, indoor mounted. 50ft power/comm cable to rotator.
- 3 **Booster or router**
Connects via jumper. Cellular Path App pairs over Bluetooth or WiFi.
- 4 **AWS cloud + offline buffer**
Telemetry to AWS. If internet is down, data buffers locally and uploads on reconnect.



SMART SOCA CONTROLLER

Built for the wall. Built for the field.

CONTROLLER • TOP VIEW



An IP-rated controller with a built-in Telit CMB100 modem, RF in/out, and optional SIM — small enough to live above a structured wiring panel, hardened enough for the rest of a building's life.

MODEM

Telit CMB100, integrated

RF CONNECTORS

SMA-Female in / out

INDICATORS

4× status LEDs

SIM

Optional pre-provisioned

POWER

12V via 50ft cable

PAIRING

Bluetooth · WiFi · LAN

ROTATOR HOUSING • UNIVERSAL ACROSS ALL SOCA

Fast postioning. Built to last.

A die-cast aluminum housing on a polycarbonate base — the same outdoor unit ships with every SOCA configuration. Motor drive with built-in clutch protection, M12 weather-sealed connector, and an indicator LED at the base.

HOUSING

Die-cast aluminum, polycarbonate base

TEMPERATURE

-20 °F to 140 °F

WIND

60 mph sustained • 90 mph gusts

DRIVE

Motorized with clutch protection

CONNECTOR

M12 sealed power/comm

INGRESS

IPx2 rated

WEIGHT LOAD

100 lb antenna capacity

TESTED

Shock + salt-spray

ROTATOR HOUSING • SIDE VIEW



PRODUCT 02

No Modem SOCA

For MIMO Antennas & FWA Systems

Customer's router provides the modem. SOCA provides the aim. The cleanest integration path for Fixed Wireless Access deployments where a 5G/LTE router is already in place.

- > Works with any MIMO directional antenna (2× or 4× MIMO)
- > Connects directly to the customer's router — no duplicate modem cost
- > Compatible with Cradlepoint, Peplink, Teltonika, Digi, and more
- > Ideal for AT&T Internet Air, T-Mobile 5G Home, Verizon 5G Home



VIDEO - 0:30

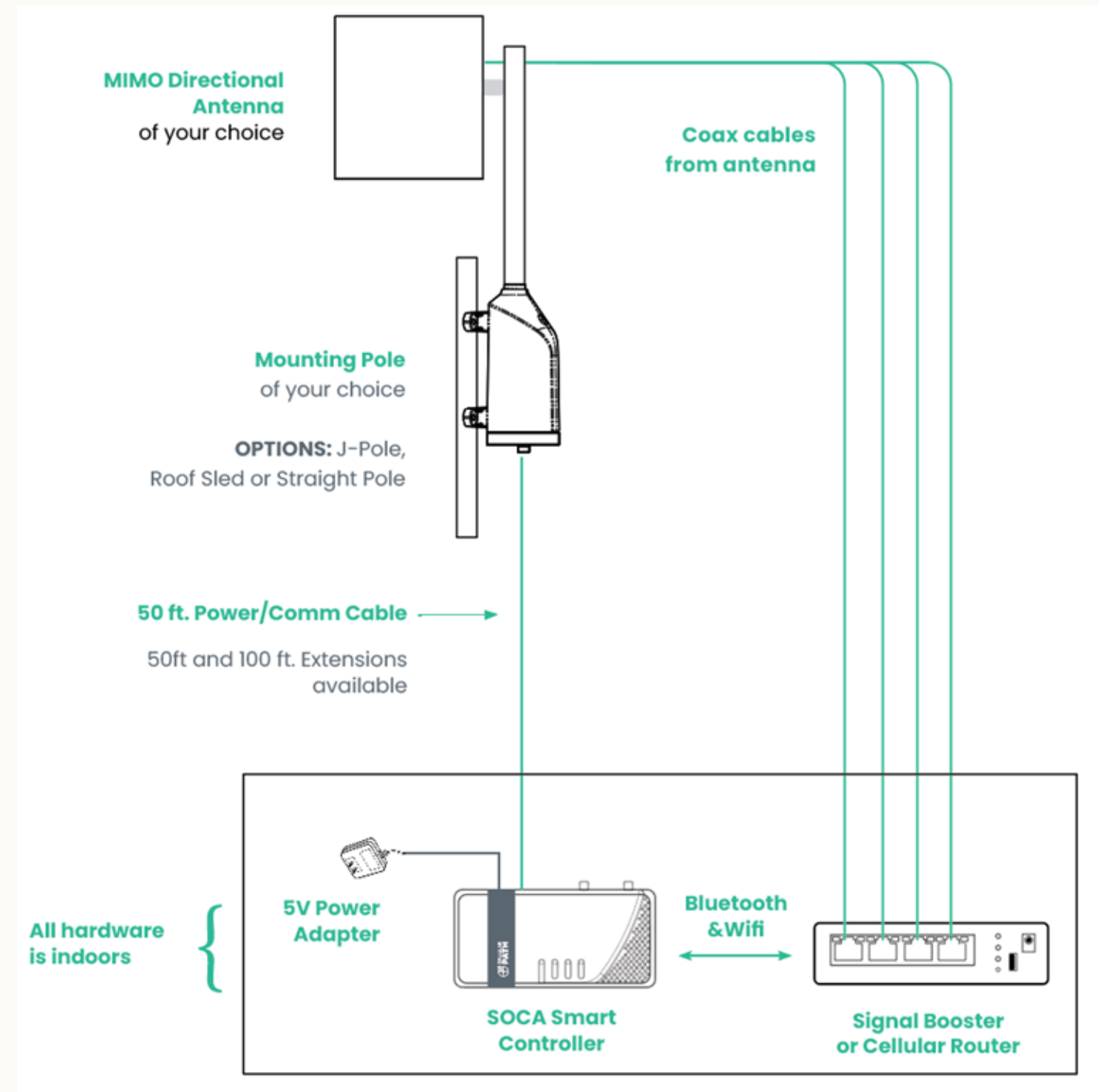
Watch No-Modem SOCA in action

HOW IT WORKS • NO MODEM SOCA

Drop into any FWA stack.

A MIMO antenna on the SOCA rotator. Multi-coax run to the customer's router. The router does the modem work. SOCA does the aim.

- 1 **MIMO directional antenna**
2× or 4× MIMO of your choice, on the SOCA rotator.
- 2 **No Modem SOCA controller**
No modem inside — just the rotator brain. Indoor mounted.
- 3 **Customer's cellular router**
Cradlepoint, Peplink, Teltonika, Digi. Bluetooth + WiFi pairing.
- 4 **AWS cloud + offline buffer**
Same telemetry path, same offline-resilient buffer.

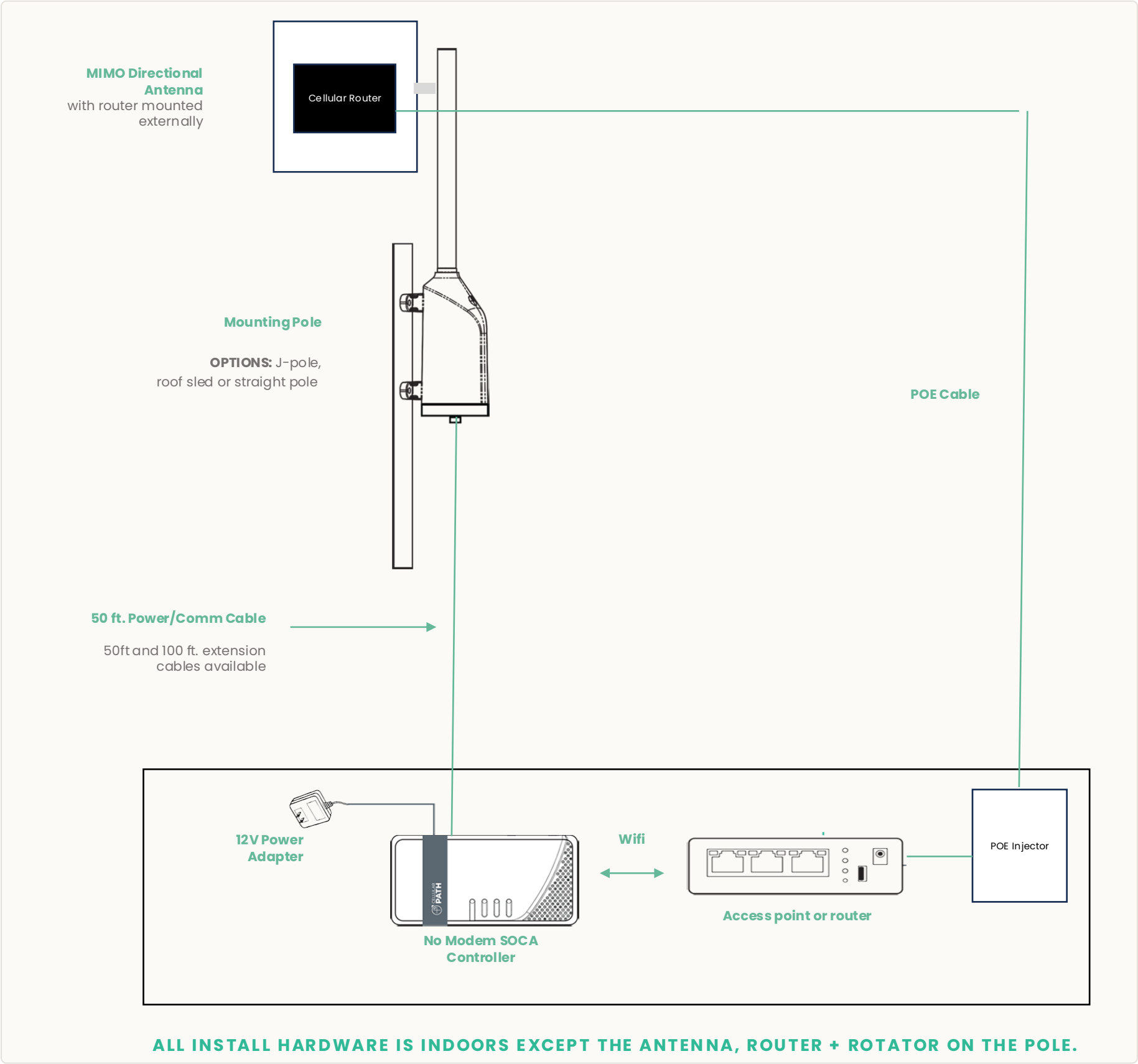


NO MODEM • INSTALL DETAIL

External router via internal access point.

Some integrators prefer to keep the cellular router separate — a Cradlepoint, Peplink, Teltonika, or Digi unit they already trust. The No Modem SOCA still pairs to it over its internal access point.

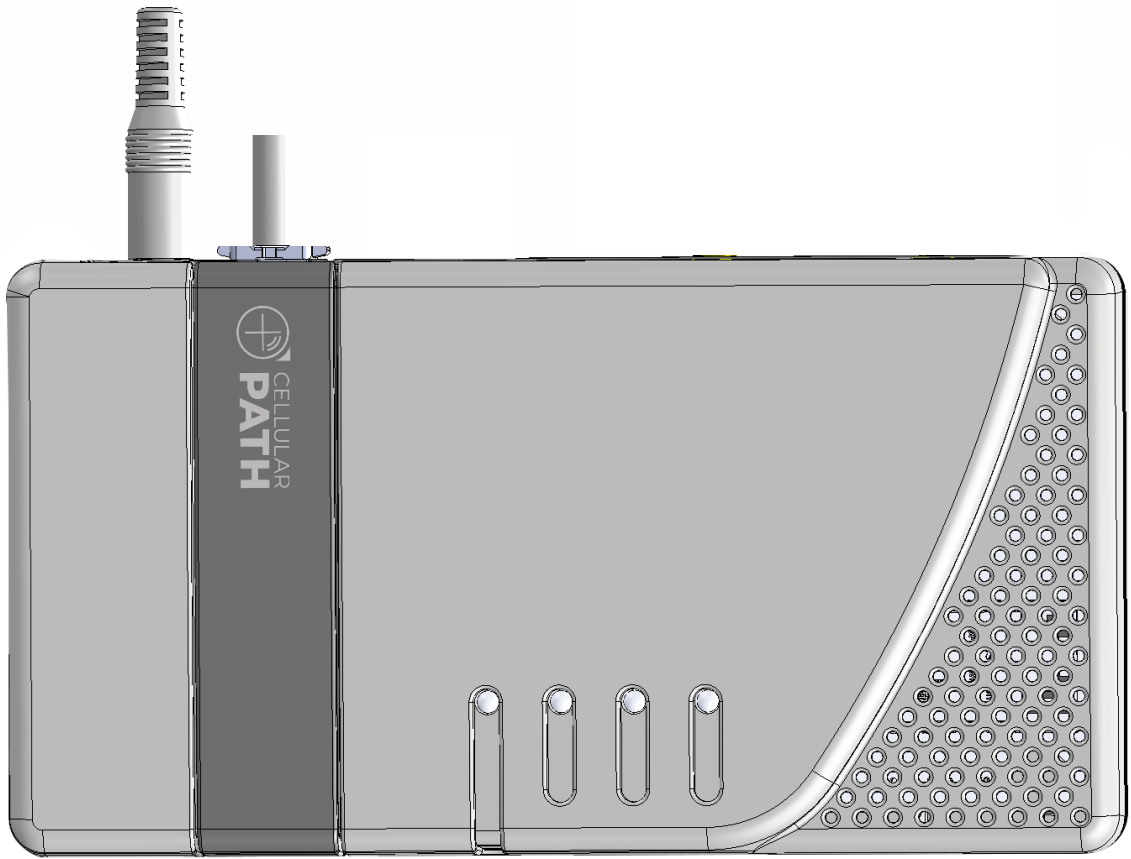
- A MIMO directional antenna**
Mounted to SOCA rotator on J-pole, roof sled, or straight pole.
- B 50 ft power/comm cable**
Single run from rotator down to controller. 50 ft and 100 ft extensions available.
- C No Modem SOCA controller**
Indoor-mounted. 12V power. Internal access point pairs the customer's router over Bluetooth + WiFi.
- D POE injector + cellular router**
Customer's router lives wherever it normally would — closet, rack, NEMA box. POE-fed from the controller side.



NO MODEM CONTROLLER

Same aim. None of the modem.

CONTROLLER · TOP VIEW



A simpler controller for FWA. The customer's router handles the modem; SOCA handles the rotation. Slimmer enclosure, fewer ports, same management plane.

MODEM

None — uses customer's

POWER

12V via 50ft cable

PAIRING

Bluetooth · WiFi

ANTENNA

MIMO 2× or 4× supported

COMPATIBILITY

Cradlepoint · Peplink · Teltonika

MOUNT

Indoor wall or shelf

PRODUCT 03

Hybrid SOCA

Starlink + Cellular Bonded Connectivity

Combines Starlink satellite and directional cellular on a single mast. The ultimate in connectivity resilience — for rural homes, RVs, emergency vehicles, and mission-critical sites where any single link failure is unacceptable.

- > Integrated Starlink mount + directional cellular rotator
- > Bonded via Speedify or Peplink — true multi-path, not just failover
- > Perfect for rural broadband, RV / vacation rental, emergency response
- > Single site visit installs both radios + one unified management pane



VIDEO - 0:30

[Watch Hybrid SOCA in action](#)

BONDING • HYBRID SOCA

Two independent paths. One unbreakable pipe.

Cellular and satellite fail for different reasons — bonding them mathematically eliminates the single point of failure that defines every legacy CPE on the market.

UPTIME

99.9975%

~100× less downtime

From **44 hours/year** of single-link downtime to **~13 minutes/year** — carrier-grade reliability.

CONTINUITY

Zero ms

No failover event

Both radios carry every packet. **VoIP, video, and remote desktop survive** a complete single-radio outage with no perceptible interruption.

THROUGHPUT POTENTIAL

300+ Mbps

Both pipes, one session

Packet-level aggregation — a single application session uses **both links simultaneously**, not load-balanced across them (Variable depending on Starlink model).

Math: independent failure model · Peplink SpeedFusion / Bondix S.A.N. bonding overhead · Starlink published SLA

WHY DIRECTIONAL BEATS OMNI

Don't just add gain. Reach further, work harder.

OMNI ANTENNA

Wide and noisy

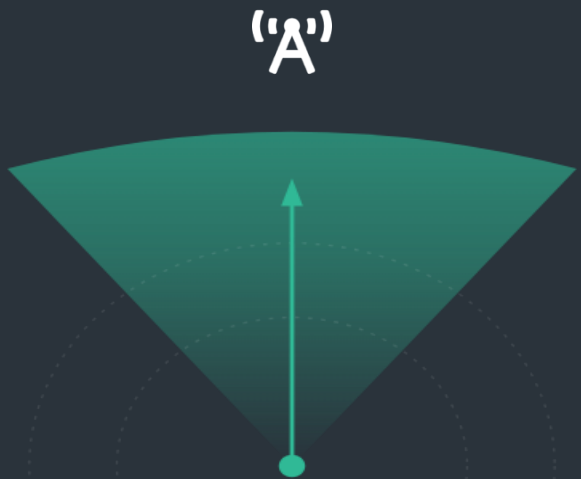
Picks up interference from every neighboring cell. SINR collapses. MCS drops at the edge.



SOCA · DIRECTIONAL

Focused and clean

Narrow beam locks on the serving cell. Front-to-back ratio rejects neighbors. MCS climbs.



THE HEADLINE

Up to 2× the range. Up to 4× the throughput.

Directional, self-positioning antenna arrays deliver workable connectivity where omni installations drop.

REACH

+40–60%

further from tower

15–20+ km usable link where omni drops at 8–12 km.

THROUGHPUT

2–4×

vs. typical omni

SINR improvement unlocks 64QAM and 256QAM at the edge.

COVERAGE AREA

2–4×

per cell tower

Range?: deployable where omni CPEs simply can't reach.

SAME TOWER · DIRECTIONAL WINS.



THE ECONOMIC CASE

Every remote re-aim saves a truck roll.

AVERAGE TRUCK ROLL COST

\$450⁺

per dispatch — eliminated.

Labor, fuel, scheduling overhead, and the ladder climb. Every one of these is avoided by a 30-second remote re-aim.

01 **Eliminate field dispatches**

No ladder climbs for weather shifts, tower reconfigurations, or carrier changes.

02 **Respond in minutes, not days**

Re-optimize from anywhere via app or web portal — the customer stays connected.

03 **Lower support OpEx**

Fewer "my signal is bad" tickets. Fewer service credits. Fewer churn-inducing outages.

04 **Open recurring revenue**

Monitoring subscriptions, SIM management, and bonded-satellite data — ongoing ARR, not just hardware sales.

WHAT IT MEANS FOR CARRIERS

Our customers make every cell tower more efficient.

When SOCA deploys across a market, carriers gain measurable network-side benefits at zero CapEx — every well-aimed customer frees capacity that serves everyone else on the sector.

"Same spectrum. Same towers. Better outcomes for every stakeholder."

↑ Spectral efficiency

Higher SINR → higher MCS → more bits per PRB.
Same spectrum carries more data.

↓ CapEx pressure

Edge-of-cell customers stop requiring new macro sites, small cells, or DAS builds.

↑ FWA SLA viability

T-Mobile 5G Home, AT&T Internet Air, Verizon 5G Home all perform better with directional CPE.

↑ Mission-critical links

FirstNet and T-Priority perform as marketed when the physical link is deterministic.

WHO WE SERVE

From integrator channel to carrier-direct.

**Cellular systems integrators**

The installer channel we know best — booster + router integrators serving SMB, enterprise, and residential.

**SMB / Enterprise seeking FWA**

Businesses where 5G Home or Internet Air falls short indoors — SOCA turns marginal signal into reliable connectivity.

**RV, marine, and emergency fleets**

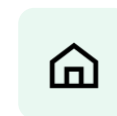
350K new RVs annually. 600K emergency vehicles in the US. All need reliable mobile cellular.

**Carriers — FWA solutions**

AT&T, T-Mobile, Verizon. Help them serve edge-of-cell customers without densification CapEx.

**OEM partners**

Antenna, router, and booster manufacturers embedding SOCA into their product lines.

**Rural homes & vacation rentals**

42M US customers without broadband. 2.6B globally. Cellular + Starlink is the bridge.

LEADERSHIP + STRATEGIC ADVISORS

Industry veterans. Global experience.

LEADERSHIP

Andrew Hansen
CEO

Sadruddin Currimbhoy
CO-FOUNDER & ADVISOR

Craig Miller
CHIEF PRODUCT OFFICER

Jeffrey Johnston
CTO

ADVISORY BOARD

Doug Suttles
FOUNDER, FMR. CEO OOKLA

Brian Taney
CEO, GETWIRELESS

Bryan Rasmussen
COO, GETWIRELESS

STRATEGIC PARTNERSHIPS

Telit — PCB + modem manufacturing · AT&T FirstNet — custom integration · Distribution in USA, Canada, Australia, South Africa, and Europe



Let's build the *connected edge*.

SOCA: the software-defined antenna platform for integrators, carriers, and OEMs.

HEADQUARTERS

Cellular Path

STAFFORD, TEXAS

5010 Wright Road Stafford, TX 77477 cellularpath.com

GET IN TOUCH

Andrew Hansen

CHIEF EXECUTIVE OFFICER

andrew@cellularpath.com 832-428-0740