

ZK CELLTEST



OVERVIEW

**Smart**  
**reliable**  
**solutions**

since 1985



# Do **More** With **Less**

Wireless systems are becoming denser and problems are growing. Added services such as data, browser, e-mail, streaming audio and video are making things more complicated, yet budgets and resources are shrinking.

Our high-value, intuitive systems help **improve system quality, increase engineering productivity** and **reduce capital expenditures.**

## A **Smart** Approach

Offer static-free calls and error free throughput. Engineers can get lost in a myriad of complicated approaches for testing and monitoring the wireless network. As usual, the most **intuitive** and **straightforward** methods work the best. At ZK, our culture is built around cutting through red tape and providing the solutions customers need in a **smart** fashion. Solutions that are smart and function in extreme conditions continuously provide the highest level of productivity.

# THE **zk** STORY

ZK Celltest provides systems solutions to the wireless industry. Our story began when company founders, working for AT&T Bell Labs, participated in the design of AMPS technology. In 1983. They were in Chicago performing system testing on the **first cellular system trial in the United States**. They discovered that the equipment and methods for testing the quality and operation of the network were extremely crude and cumbersome at best. Working with Bell labs and OKI Telecom, they defined and built the first drive test product for testing cellular telephone system operation and performance.

Two years later they started ZK Celltest. In November of 1989, ZK introduced the first pocket-sized portable cellular drive test product line—the ZK-SAM.™

**The ZK-SAM (System Access Monitor) was the first product of its kind that could be used in a vehicle or for indoor measurements.**

For the next seven years, this product line evolved with the industry's system requirements and cemented ZK's reputation for delivering integrated, reliable, simple products that deliver what customers need. Thousands of ZK-SAMs were shipped, more than any other drive test product.



1947 - The first "mobile" call

**In 1996, the DX line was developed to meet the more complex testing needs of the cellular industry.** In addition to its portable and vehicular configurations, this new line offered full digital measuring capability and internal scanners, providing the user much more capability in a small, reliable, simple and portable package.

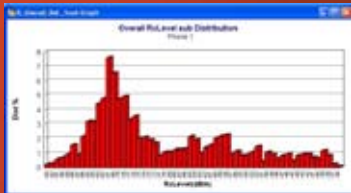
In 2001, ZK introduced the **Real-time Monitoring System™ (RMS)** – a revolutionary concept brought to reality by combining Real-time Collection Units (RCUs) that automatically collect data using Internet technologies for data transfer access, storage and analysis.

ZK brought back the ZK-SAM name in 2004 in a completely redesigned package. Custom designed ergonomics and a brilliant color LCD screen made this product a huge success. Discovering that customers wanted a simple mapping program that was easy to use in the field and didn't break the budget, in 2005 ZK introduced the EZ2Map software that fits that purpose.

Many additional advancements have been introduced including the most recent 4G upgrades for LTE. In terms of portability, simplicity and durability there are no better products than ZK's line of drive test products.



**2010**  
ZK Introduces 4G LTE option for all data collection products



**2007**  
ZK Introduces NetDecipher MapInfo Based Analysis Software

**2005**  
ZK ships 3G EvDO and UMTS



**2004**  
ZK-SAM color screen



ZK-DX 136

**1996**  
ZK introduced the DX the first integrated vehicular and portable, multi-phone, multi-technology measurement product with high speed scanning.

# 2000

# 1990

# 1980

**2011**  
ZK Introduces E911 Testing platform



**2008**  
ZK introduced the ZK-MPSp—first highly compact truly portable unit with high speed scanning and multi-device capability

ZK-MPS



**2006**  
ZK introduced the ZK-MPS—a high performance drive testing product targeted to the System Performance and RF Engineers.

ZK-MPS



**2005**  
EZ2Map was introduced to provide Post-processing and Real Time Mapping.

EZ2Map



**2001**  
ZK introduced the RMS. RMS is the first automated data collection system based on Internet technologies.

RMS



**1989**  
ZK introduced the ZK-SAM, the first pocket-sized wireless field measurement product.

ZK-SAM



ZK-SAM LP



# THE **zk** WAY

At ZK Celltest, we're working harder than ever to provide smarter solutions that deliver greater productivity. Even as global industry trends raise the demands of system performance and some suppliers make their products more complex and expensive, we offer better ways to monitor the network—solutions to help with planning and preventive maintenance, ways to move ahead of the curve and still keep costs under control.

## ■ **SMART**

We make an extra effort to provide intuitive solutions. We believe a user should be able to turn on a product and immediately use it. From the beginning of the development cycle, we involve customers in product definition. To define a new solution, people from every department in our company meet to contribute information and ideas. We trial early phases of products with customers, eliminating what they don't need and adding what they do need. While delivering the needed features, we focus on practicalities that make our products simple to use.

## ■ **RELIABLE**

Our reputation for reliability is unmatched in the industry. Since 1985, we've designed and produced products for installation in vehicles and for portable use. They are tested thoroughly in temperature chambers and on vibration tables and used in the freezing temperatures of Canada and in the hot jungles of Brazil. To assure high quality, we control all functions of the design and manufacturing process and incorporate industrial grade components through out. Our highly integrated circuits minimize the number of cables and connections.

## ■ **SOLUTIONS**

Our customers are our partners. We listen and deliver the complete solutions they need. Support and training is always available to help ensure maximum productivity. At ZK, 25% of revenues are spent on R&D, enabling us to make well-timed introductions of new products and enhancements to meet customers' needs.

## ■ **MORE FOR LESS**

With ZK, customers get more for their investment, and subscribers get more of what they want: uptime, airtime and talk time.

## ■ **PRODUCTIVE**

Our intuitive products deliver better value and more uptime, which means increased productivity for our customers. Our products are used more because they are intuitive, always on and running, and very reliable.

## ■ **UNIVERSAL**

We provide equipment, systems, and services to satisfy local and global needs—from ZK-SAM vehicular and portable units addressing localized field problems to Real-time Monitoring addressing the spectrum of global to local performance. Because our solutions have an open architecture, we can design products and systems specifically to fit the network architecture of our customers. Our hardware/software integration allows use of a range of software, whether provided by us or another company.

## ■ **RESPONSIVE**

Our company's size gives us an advantage. We adapt quickly to technology advances and customer demand. When customers call for technical support, they get simple, direct and accurate answers. They don't have to listen to voice prompts only to get to the wrong department. They connect directly to a person that knows the products, has the authority to make a command decision and can provide immediate assistance. We service what we sell, though the request rate for repair of our products is low.

## ■ **FUTURE-PROOF**

Our offices are located in Silicon Valley, where we're well situated to take advantage of the latest technology. Eighty percent of our sales come from existing customers who rely on our products for the performance and capabilities they need, as well as an upgrade path that protects their investment from obsolescence. No ZK product is obsolete.

**Our customer list includes:**

AT&T Wireless

T-Mobile

Sprint/Nextel

Verizon Wireless

GM OnStar

Toyota

ALLTEL

US Cellular

MetroPCS

Cricket Communications

Rural Cellular Corp.

Polaris Wireless

Telephia

GE Transportation Systems

Mitre Corp.

LGC Wireless

Spotwave Wireless

REMEC

Telecom New Zealand

Leadcom (Chile)

Conatel (Uruguay)

GTA (Guam)

Wahne Communication (China)

**Improving the world of wireless.**

ZK Celltest systems solutions are incomparably rugged, intuitive, and productive. As networks become increasingly complex, we'll be there with products, systems, and services to satisfy your needs and improve the world of wireless.

**ZK Celltest**

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