THE TECH BARNYARD

Verizon Wireless has an entire “barnyard” of equipment that can be speedily deployed for a large event, emergency or natural disaster. Their names may be farm-friendly, but their job is to keep the coverage for mobile devices fast, reliable and running smoothly.

THE COW
STANDS FOR:
Cell On Wheels

WHAT IS IT?
A fully-functional, generator-powered cell site that can replace or enhance network coverage and capacity.

WHEN IS IT DEPLOYED?
When an area is affected by weather-related or other natural disasters. It is also deployed in advance of an event where crowds are larger than expected such as political conventions, stadiums and big events. The COW is towed to the location.

THE COLT
STANDS FOR:
Cell On A Light Truck

WHAT IS IT?
A portable cell site, similar to a COW, but fully-functional with its own generator and portable tower that can connect with the wireless network using a satellite to transmit calls.

WHEN IS IT DEPLOYED?
For quick response involving a major event to enhance network coverage and capacity or when an area is affected by a weather-related or other disaster. A COLT is self-propelled and can be driven to the venue where it needs to be deployed.

THE HORSE
STANDS FOR:
HVAC On Roadside Equipment

WHAT IS IT?
A truck outfitted with an air conditioner and generator to provide the climate control necessary to operate the computing and switching equipment in a cell site or switching center.

WHEN IS IT DEPLOYED?
In a disaster or large-scale event, the HORSE can provide heavy-duty air conditioning to a switching center or data center if it is disabled or not fully functional.

THE GOAT
STANDS FOR:
Generator On a Trailer

WHAT IS IT?
A generator on a trailer that can be towed to an area where public power has been interrupted or is unavailable to power a COW, an existing cell site or a switch.

WHEN ARE THEY DEPLOYED?
In a disaster or large-scale event, the GOAT and Mountain GOAT can provide extra power to keep the mobile network and existing network equipment running and customers connected.

THE MOUNTAIN GOAT
STANDS FOR:
Generator On a Trailer

WHAT IS IT?
A heavy-duty four-wheel drive rig with a generator on its back. Similar to a GOAT, but is self-propelled (vs. being towed). The vehicle can drive or climb up mountains to the area in need. It is used to provide power where it has been interrupted or unavailable and can power a COW, an existing cell site, or a switch.

THE RAT
STANDS FOR:
Repeater On A Trailer

WHAT ARE THEY?
A device that picks up a network signal, amplifies it and then points it to an area with a weaker signal or no signal at all.

WHEN ARE THEY DEPLOYED?
During Hurricane Sandy, for instance, CROWS boosted signals into buildings where there wasn’t any internal service. The damaged areas were able to receive a wireless signal so communications could resume quickly. This was one step in reassuring customers their mobile networks were not lost.

THE CROW
STANDS FOR:
Cell Repeaters On Wheels

WHAT IS IT?
A device that picks up a network signal, amplifies it and then points it to an area with a weaker signal or no signal at all.