



Cellular endpoint communication should *not* be equated with cellular calls. *Here is why!*

| Cellular Call   | Cellular Endpoint Communication   |
|---|---|
| Move from cell tower to cell tower                              | Stationary – No need to transition between cell towers – No “dropped calls” |
| Requires good connection for clear voice communication (5 bars) | Any connection will transmit data – similar to a text message               |
| Calls are lengthy (minutes of connection time)                  | Data packet is small (micro-seconds of connection time)                     |



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