

## **Wilson Connectivity Wins IoT Evolution Award as Private 5G Market Hits 40% Growth**

***Company's hybrid approach addresses deployment delays that have plagued enterprise 5G adoption***

**COTTONWOOD HEIGHTS, UT – August 12, 2025** – [Wilson Connectivity](#), a leader in wireless communication technology, today announced it has been named winner of the 2025 Private Wireless Network Innovation Awards for its Wilson Private 5G solution.

The award highlights Wilson's unique approach to a persistent industry problem: the 12-18 month deployment timelines that have frustrated enterprises, even as new research shows [private 5G networks growing at 20% annually](#) and positioned to capture a fifth of all mobile network investment by 2030.

Wilson's solution cuts deployment time to 6-8 weeks by eliminating carrier base station requirements through its hybrid DAS architecture.

"We're honored to receive this recognition from IoT Evolution, especially at a time when the industry is grappling with real deployment challenges," said Bruce Lancaster, CEO of Wilson Connectivity. "Traditional DAS deployments can take carriers months or even years to approve, creating significant delays for enterprises needing immediate wireless coverage solutions. This has been one of the biggest roadblocks to private wireless adoption – businesses can't wait 18 months for connectivity they need today."

### **Market Reality Check Drives Innovation**

The recognition comes at a pivotal moment for private wireless. [Dell'Oro Group reports](#) that private wireless RAN revenues grew more than 40% in 2024, with the market "moving above the noise" to represent 3-5% of total RAN sales.

Wilson's approach directly addresses these market challenges. The company's hybrid system operates under Part 20 certifications, allowing immediate deployment using existing macro signals while providing flexibility to add carrier base stations later without infrastructure replacement.

### **Technical Innovation Meets Market Pragmatism**

Wilson Private 5G combines cloud-managed private cellular networks with Distributed Antenna System technology, delivering what the company calls "transformational connectivity" through a tiered approach:

- **Passive DAS** for basic indoor coverage
- **Hybrid DAS** for mid-sized enterprises seeking faster deployment
- **Active DAS** for large-scale industrial applications
- **Private 5G** for cloud-controlled, enterprise-grade security and performance

The system supports frequencies from 150MHz to 5GHz, accommodating everything from two-way radios to mid-band 5G and CBRS private networks. It delivers 80% space savings compared to competitive DAS configurations while operating 17% more energy efficiently.

Real-world deployments span healthcare facilities requiring uninterrupted connectivity in signal-blocking structures, retail environments like Westfield Sydney managing high-traffic POS and inventory systems, and entertainment venues including Ball Arena, where Wilson's Active DAS serves over 21,000 spectators.

### **Industry Veterans Navigate Wireless Reality**

Wilson Connectivity, formed from the combination of WilsonPro, weBoost, and Zinwave brands, brings over 30 years of wireless innovation experience to the private network challenge. The company manufactures solutions in facilities across the United States and United Kingdom, maintaining supply chain control as global semiconductor constraints continue impacting the broader telecom industry.

The IoT Evolution Private Wireless Network Innovation Award recognizes companies that are "driving forces behind the deployment of private wireless networks" built by enterprises, governments, utilities, and other private organizations. Winners demonstrate solutions that provide "secure, reliable, and high-speed connectivity for mission-critical applications and services."

As the private wireless market navigates the gap between early hype and commercial reality, Wilson's award recognition suggests that practical deployment solutions – rather than cutting-edge technology alone – may determine which companies survive the current market consolidation.

### **About Wilson Connectivity**

Wilson Connectivity, home of WilsonPro, Zinwave and weBoost, is the market leader in in-building wireless communication technology. With a 30-year legacy of innovation, the company holds over 265 issued or pending patents. Through evolutionary wireless connectivity products and services, Wilson Connectivity continues to pioneer indoor and outdoor cellular amplification technology, unlock new global markets, and expand consumer and commercial channels. For businesses, this means swift adaptation of comprehensive solutions that leverage

the entire 5G spectrum. For consumers, it means unrestrained access to next-generation connectivity everywhere. Wilson designs, assembles, and supports our products in our manufacturing locations in the United States of America and United Kingdom. All solutions are engineered to improve wireless connectivity on devices at work, at home, and on the road.

For more information about Wilson Connectivity's Solutions or to request a demo, visit [www.wilsonconnectivity.com](http://www.wilsonconnectivity.com)

**Press Contact:**

Holly Hagerman  
Connect Marketing  
hollyh@connectmarketing.com  
801.373.7888