



# Telecom & Broadcast

## Positive approach to grounding

### The Risk

- Reduces Corrosion
  - Improves Safety
  - Reduces Downtime
  - Improved Signal Quality
  - Lower Surge Impedance
  - Lower Ground Resistance
  - Virtually Theft Proof
- Safety of onsite personnel and corporate liability exposure.
  - Lost time and revenue caused by equipment and infrastructure damage because of lightning strikes and main AC power ground fault currents.
  - Noise and electrical interference caused by improper grounding practices and shared systems whose individual grounding systems may conflict with each other thus producing a degraded signal quality or costly service interruptions.

### The Solution

- Perform soil resistivity measurements that will profile the soil conditions. Provide an engineered grounding system based on these results and the client's targeted performance values.
- Inspect, test and improve site electrical and lightning protection systems to comply with regulatory standards and best practices. Reduce ambient electrical noise and risk of lightning damage that can cause outages and degraded service.
- Improve performance of grounding system with effective, long-life SAE Conducrete™ electrodes that dissipate the elevated levels of lightning energy providing protection to Telecom equipment and infrastructure.
- Review and audit site surge protection to ensure site equipment is adequately protected against power line surges that can degrade or disrupt service.