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Small cell's spatial efficiency and lower TCO, coupled with Magnolia Broadband's beam forming technology solutions are key to alleviating the mobile data crunch. According Cooper's Law that underpinned the recent 3GPP workshop on how to best grow capacity, small cells offered the best return, offering a 56x improvement versus 6x for spectrum efficiency and 3x for additional spectrum. When incorporating Magnolia Broadband's beamforming technology solutions, these improvements are even further enhanced.