

Towerstream up 5.3% on billboard service deal with Syscom

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Towerstream (NASDAQ:[TWER](#)) is up 5.3% after pairing up with System Telecom on an infrastructure project that will see the two [exploiting billboard locations](#) for networking service.

The two will co-market microwave backhaul, small cell and Wi-Fi service after Syscom formed a partnership with out-of-home advertiser Kinetic (NASDAQ:[WPPGY](#)) to use tens of thousands of locations, including digital billboards.

The billboards' real estate makes for ideal small cell locations, the companies say, and billboard advertisers seek data and geo-targeting via Wi-Fi.

In its last [quarterly report](#), Towerstream said it had executed a contract with a "leading carrier" to co-locate small cells on shared infrastructure.

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