

Verizon's XLTE a marketing campaign promoting more reliable network

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Verizon has kicked off a new marketing campaign to promote recent improvements to its wireless network that the company is branding as "XLTE."

Under the new campaign, Verizon is promising customers that it has doubled the bandwidth of its wireless network in about 250 of its markets across the United States, including most [major cities](#).

Primarily, this improvement should result in a more reliable experience for Verizon customers. The XLTE improvements may also result in higher peak speeds for some, Verizon said.

The New Jersey company has promised customers speeds of 5 to 12 [megabits](#) per second since it introduced its LTE network in 2010. But earlier this year, a report said Verizon delivered speeds of 7.6 Mbps on average, third to T-Mobile and AT&T. The extra XLTE capacity should help improve average speeds.

"XLTE adds capacity in neighborhoods or areas where demand is high, especially during busy periods like rush hour, lunch times in crowded areas or during events when mobile data use is the highest," Verizon said in a statement.

Verizon was able to double speeds by using Advanced Wireless Service spectrum, or "AWS," which is a wireless technology used for high-speed networks.

The company said most new phone will be AWS compatible. That includes the Apple iPhone 5s and 5c and the Samsung Galaxy S4 and Galaxy S5 smartphones.

In general, most Verizon customers should expect to see some improvement thanks to the extra capacity that will be created by XLTE-ready devices moving over to the AWS spectrum, the company said.

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