WHAT THE?
The island of Martha's Vineyard in Massachusetts suffers from poor cell phone coverage throughout its six towns. Strangely, ever since the Obama family has been vacationing on the Vineyard, there has been an increase in reception and call quality. This Obama phenomenon spurred the investigation of how exactly the President increases cell phone reception, and how this difference in coverage could be approximated and visualized. “Good Coverage” was defined as points on the island where two or more Verizon cell towers could be seen (Obama uses Verizon).

Cell On Wheels (COW)
Obama brings Verizon Wireless “Cell on Wheels” (COWs). COWs are fully functional, generator-powered mobile cell sites that enhance coverage and capacity in a given area. They can accommodate both voice and data services. COWs are also used at festivals, disaster zones (e.g., post-Katrina New Orleans), and major events (e.g., Obama's Inauguration) in order to handle increased voice and data volume.

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