



In the Shadows of the Windy City, Landmark Hotel Improves Guest Services with wi4 Indoor Solutions

“With this fixed wireless broadband solution from Foresite, we can now leverage our hotel and deliver high-speed Internet services to our guests and meeting rooms. We were able to affordably deploy an important guest service in a short period of time with Foresite Wireless, and that is a key amenity for our customers.”

— Bill Thorpe,
Building Engineer,
Hilton Oak Lawn

Company Overview: Hilton Oak Lawn

The Hilton Oak Lawn hotel and conference center is strategically located three miles from Chicago’s Midway Airport and 15 miles from Downtown Chicago. Competition in the area is fierce and hotels must offer a wide variety of amenities to continually attract guests. Keenly aware of what it takes to succeed in the hospitality industry, Hilton has long sought out advanced technologies to provide superb levels of service and hospitality to their guests. The family of Hilton hotels adheres to founder Conrad Hilton’s philosophy that, “It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality.”

The Challenge: Providing complimentary high-speed, superior broadband service to all guest rooms within the multi-story building.

The Hilton Oak Lawn is housed in a landmark 13-story-round-tower with 184 guest rooms and more than 20,000 square feet of conference facilities. Hilton requirements dictate that broadband service must be available to 100 percent of guest rooms in the hotel. Built in the early 1970s, the hotel is constructed principally of steel reinforced concrete. These building materials present unique challenges when trying to retrofit the building to support traditional broadband services. Installing new coax or Ethernet cables for wired connections proved cost prohibitive. The hotel turned to wireless solutions, in particular 802.11, but was hindered by the building’s construction and layout. As a result, approximately 10 percent of the guest rooms could not receive broadband service. Wireless signals have an extremely difficult time in penetrating materials such as concrete and steel. The hotel needed to offer an alternate solution to guests in rooms where broadband service was unavailable.

The Solution: A broadband network that effectively combined the building’s existing wired infrastructure with the benefits of wireless technology.

Hilton Oak Lawn selected Foresite Wireless of Barrington, Illinois, a leading Internet Service Provider, to help solve their broadband dilemma. Foresite’s plan included the deployment of Motorola’s high-speed wireless broadband backhaul solutions coupled with the innovative Broadband over Powerline (BPL) Powerline MU products designed for multi-unit buildings. These products allowed the hotel to offer alternate solutions to guests in rooms where the wireless coverage was insufficient.

The Motorola PTP 100 wireless Ethernet Bridge was installed on the building’s rooftop. From the bridge, a 20 Mbps signal is carried to the Powerline MU

CUSTOMER PROFILE

Company

Hilton Oak Lawn
Oak Lawn, IL

Service provider

Foresite Wireless

Industry

Hospitality

MOTOwi4™ Solution

- wi4 Fixed Solution
- Point-to-Point modules
- wi4 Indoor Solution
- Powerline MU
- BPL technology

Solution Features

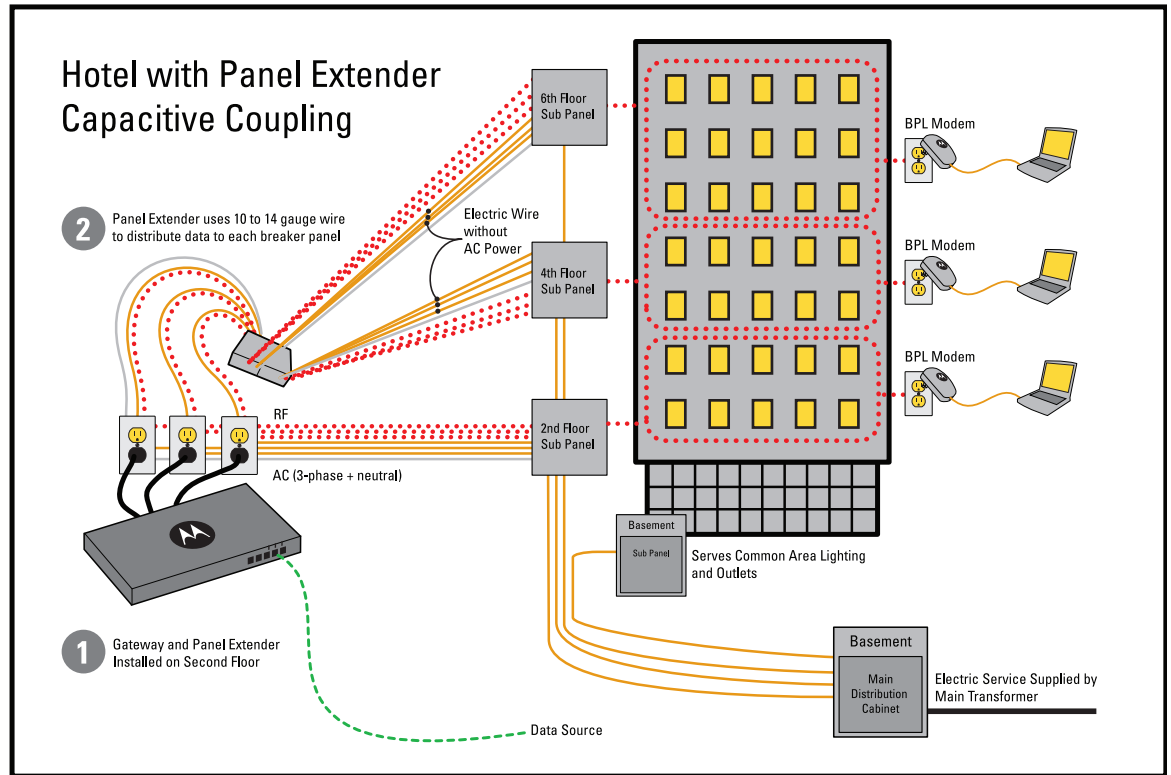
- High-speed broadband connectivity
- Leverages existing wired infrastructure
- 100 percent in-building coverage
- Fast, easy non-invasive installation

Benefits

- Low-cost, secure wireless broadband service
- Competitive advantage over properties not offering High-speed access
- More satisfied guests
- Creation of potentially new profit center

A POWERFUL COMMUNICATIONS NETWORK

Motorola's Powerline MU product effectively transforms a building's electrical system into a modern, high-speed communications network. It is a low-cost, scalable, secure system that integrates wireless broadband, radio, Ethernet, networking, HomePlug® and modem technologies to deliver high-speed data over existing power lines. The Powerline MU solution works in even the hardest-to-reach building environments, and can use any type of Internet signal, including DSL, T1, E1, cable and satellite.



Gateway. The Gateway converts the signal into the Home Plug protocol for injection onto the hotel's low voltage wiring system. The Gateway is located in the building's primary electrical distribution area. Electrical panels on every other floor of the hotel provide the power to the guest rooms. Since the building's wiring system is over 40-years-old, there is a significant amount of voltage loss. Therefore, it was necessary to inject the BPL signal onto breakers at every electrical panel in order to reach the guest rooms with sufficient signal strength.

The Motorola Panel Extender was perfect for this application. It can be used if multiple electrical panels in an electrical distribution room or multiple rooms need to be connected (up to four breaker panels per MU Panel Extender) to operate from the same, single Powerline MU Gateway. The Panel Extender allows the installer to save money by installing fewer Gateways and limits signal loss by reducing the distance that signal would have to travel to serve all four breaker panels.

The Benefits: Pervasive broadband services, transparent installation, higher customer satisfaction.

The Hilton Oak Lawn considers the BPL deployment a tremendous success. First, and most importantly, the installation was completely transparent to the hotel guests. All of the construction activity occurred in non-public areas of the hotel and did not cause an adverse impact to revenue. In fact, no guest rooms were required to be removed from service availability while installation occurred. The installation was completed very quickly and at a cost significantly less than what would have been required if it was necessary to completely rewire the hotel.

The hotel now provides complimentary broadband service to all guests throughout the facility and complies with Hilton guest requirements. This is a significant differentiator in the very competitive hospitality industry. Guests know that they can count on Hilton Oak Lawn to continue their legacy of providing world-class service and amenities.



MOTOROLA

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