



## The Peabody Orlando Hotel Upgrades Mobile Communications: The First Hotel to Offer 4G Service in Orlando

### Background

In September 2010, The Peabody Orlando completed a \$450-million expansion to the hotel and surrounding properties, making it the largest non-gaming Forbes Four-Star, AAA Four Diamond hotel in the United States. The renovation included the addition of more than 750 new rooms, 250,000 square-feet of extra meeting space, and a new parking structure; the hotel also upgraded every software system and installed a distributed antenna system to improve the wireless and cell coverage at the hotel.

### Challenge

Providing consistent wireless and cellular coverage is a challenge for many hotels, as they manage spotty coverage and surges in network demand that occur when the hotel nears full occupancy or host high-traffic events. The Peabody Orlando's construction plans guaranteed an increase in demand on the network and further interference from the concrete walls of these new structures.

In addition, the hotel wanted to offer guests a level of connectivity that exceeded their expectations and that would provide support for bandwidth-hungry Smartphones and emerging services, such as 4G LTE. The hotel also needed the flexibility to support multiple operators on the new system. Perhaps most importantly, a requirement was the DAS would not alter the look and feel of the hotel; the antennas needed to be designed to fit in concealed spaces or blend with hotel decor.

With guest reservations and onsite events that had been planned for months, even years in advance, The Peabody Orlando was committed to providing guests with its signature Peabody Service Excellence® during the communication system upgrade. It was vital to minimize guest inconveniences, while working tirelessly to keep operations running smoothly throughout the process.

The Company	Challenges	Benefits
<p>The Peabody Orlando hotel has been a staple in the Florida conventions and tourism industry since its opening in November 1986.</p>	<ul style="list-style-type: none"> <li>■ Surges in network demand during full occupancy and high-traffic events</li> <li>■ Expansion of hotel facilities negatively impacted wireless communications</li> <li>■ Renovations and system upgrades could not disrupt the guest experience</li> </ul>	<ul style="list-style-type: none"> <li>■ Enhanced wireless service in every corner of the hotel – 2G, 3G and 4G LTE</li> <li>■ Antennas designed for concealed spaces or blend with hotel decor</li> <li>■ Corning MobileAccess DAS provides consistent coverage even during high-traffic events</li> </ul>

## Solution

To ensure things ran as smoothly as possible, the hotel's management team spent several months screening vendors. Selected vendors included DAS provider Corning MobileAccess and the installation team at Building Network Solutions (BNS). Once selected, they held several group meetings to review and refine the goals, and determine a timeline and execution strategy for every step of the project.

After careful consideration, hotel management decided the best solution was to install the MobileAccess2000 distributed antenna system (DAS) to enhance wireless voice and data coverage throughout the hotel. Beyond simply expanding the hotel's cellular footprint, the MobileAccess2000 offered The Peabody Orlando a modular wireless platform, allowing them to add and remove operators and services without impacting guests, staff or existing operations. This ensures that The Peabody Orlando would remain at the cutting edge of wireless services offered to their guests, as any emerging technologies (like 4G LTE) or new operators could be easily added to the DAS from a central location with a simple upgrade.

## Bottom Line

After six weeks, the DAS was up and running with minimal guest interruption. The installation team worked nights and weekends. At times, they put up screens or curtains to shield guests from the behind-the-scenes installation of MobileAccess2000 DAS antennas, racks and wiring. Maintaining the hotel's aesthetic during and after the upgrade was of the utmost importance to the entire team.



The deployment exceeded expectations. The day after the hotel's new MobileAccess2000 system went live, it flawlessly delivered 2G, 3G, and 4G LTE services to a corporate event hosted by a major wireless operator. "The Peabody Orlando now offers its guests sustained 4G data rates of up to 25 Mbps upstream and 25 Mbps downstream," said Brian Seays, Regional IT Director for the Peabody Hotel Group. This combined expertise of BNS alongside the innovation of the MobileAccess2000 DAS made The Peabody Orlando the only hotel in the state of Florida offering this kind of service at that time.

*"We are committed to providing our guests with the highest level of luxury and convenience. Central to this mission is ensuring they can use the latest wireless technology easily and reliably inside our world-class facility. Corning MobileAccess' scalable, multi-service solution eliminates poor cellular reception and dead-spot issues, guaranteeing consistent wireless communications in nearly every corner of the property."*

**Brian Seays**  
Regional IT Director  
Peabody Hotels

## About Corning MobileAccess

Corning MobileAccess is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company's intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The Corning MobileAccess platform delivers business-quality performance, scalability, security and signal reliability to thousands of customers worldwide. For more information, visit [www.corning.com/mobileaccess](http://www.corning.com/mobileaccess)