Connected Hotel Guests Share Experiences

CASE STUDY:
Crowne Plaza
Atlanta – Midtown

HALO
by Mobile RF

JMA
Wireless
OVERVIEW: Modern Southern Style Meets Powerful Mobile Communications

The Crowne Plaza Atlanta – Midtown is adjacent to some of the city’s most prominent attractions – Georgia Aquarium, World of Coca Cola, and Mercedes Benz Stadium, site of Super Bowl LIII. This 500,000-square-foot hotel attracts a mix of business and pleasure travelers who enjoy many perks ranging from the glamorous 25th floor Sky Room event space and top of the line exercise facility to a 24-hour business center and best in-building wireless communications.

With Super Bowl LIII occurring in Atlanta this year, the Crowne Plaza Atlanta – Midtown knew it would be a key destination for many fans and remodeled the property prior to the big event. To support the wireless connectivity needs of guests before, during, and beyond Super Bowl LIII, the hotel turned to HALO, a national provider of turnkey wireless real estate solutions. For this deployment, HALO selected industry-leading wireless solutions from global innovator, JMA Wireless.

“Our recent hotel updates have all been made with our guests in mind. The JMA Wireless and HALO teams enhanced our guests’ experiences further with the deployment of the TEKO DAS, which delivers unprecedented mobile connectivity throughout our facility.”

Antonio Jones  
General Manager, Crowne Plaza Atlanta - Midtown
Being in the heart of downtown Atlanta and near to many key attractions meant the wireless network at the Crowne Plaza had to be up to the many challenges this prime location presented. This centrally situated hotel had to contend with the issue of densification, which is defined as a dense area of mobile subscribers with a high demand for cellular connectivity. The presence of the new Mercedes Benz Stadium and the Super Bowl compounded this issue even further, escalating the importance of a robust in-building network.

Furthermore, with over 500 hotel rooms, event space, and 13 meeting rooms, along with the growing use of mobile devices in hospitality operations, the Crowne Plaza needed to ensure powerful in-building wireless capacity and coverage long after the Super Bowl crowds left Atlanta. The solution had to have a minimal footprint, ensuring that the onsite real estate was used for generating revenue, not housing wireless equipment.

Even though the Crowne Plaza knew that an in-building wireless network was needed to support its many business and pleasure guests even after the Super Bowl, it was critical to ensure it was up and running before the event. This meant the team had a short window of 60 days to deploy the wireless network. And, the installation had to be done in a way as to not disturb staff and current guests.

Furthermore, the wireless network had to be future-proof. With 5G set to become a reality, it had to easily support this new technology and the many new use cases it would bring to the hospitality industry, such as real-time navigation, personalization, and IoT smart room features. Any necessary upgrades would have to be seamless to staff and guests.
RESULT: 
JMA Wireless Delivers on Venue’s Promise

When HALO was considering a solution for the Crowne Plaza, the JMA Wireless TEKO DAS checked all the boxes. This multi-carrier, multi-band platform supports three mobile operators, and the 700, 850, 1900, 2100, 2300, and 2500 bands across two sectors. With five five-band and five two-band software-defined remote units (SDRUs), robust cellular coverage and capacity is now available across all 26 floors of the hotel. Furthermore, the FUZE™ platform from JMA Wireless was installed to support the hotel’s heterogeneous network. This integrated solution converges DAS and Wi-Fi delivery while also leveraging Digital Electricity™.

These industry-leading solutions are not only highly effective, but also very cost-efficient. The rack mounted TEKO DAS master unit (MU) is very compact; therefore, the size of the head-end room and the amount of onsite space consumed is minimal.

The SDRUs provide further cost savings because they can be conveniently upgraded via the Internet with just a few simple clicks. No downtime, bucket trucks, additional cabling, or onsite personnel will be necessary when the wireless network adds new bands or is upgraded for 5G.

Finally, the FUZE platform provided further cost savings with Digital Electricity, which supplies power up to one mile away. With this capability, the team did not have to be concerned about metal conduits, which can be expensive and time-consuming to deploy. Furthermore, with FUZE, fiber can be brought to the edge, ensuring bandwidth is available to support future 5G applications, sensors, and mobile devices. Many new hospitality use cases will be introduced thanks to 5G’s many capabilities, such as low latency (less than millisecond) and peak travel rates of up to 20 Gbps.

RESULT: 
Ready for Super Bowl Capacity All Year Long

As part of Crowne Plaza’s remodeling, a new wireless network was necessary to support the needs of Super Bowl fans as well as business and pleasure travelers every day. The JMA Wireless solutions have proven to be not only highly efficient and cost-effective, but the Crowne Plaza knows these future-proof offerings will ensure the hotel is ready for the many new capabilities that 5G will bring.

“It’s extremely rewarding to see this high-profile hospitality venue come together with the JMA Wireless team. We are delivering the best mobile experience thanks to the TEKO DAS.”

Tony Schaffer
President, HALO
As a national provider of turnkey wireless real estate solutions, **HALO designs, builds, manages and maintains wireless infrastructure to deliver optimal coverage in the most challenging and demanding venues.** Focused on hospitality, commercial office, residential and healthcare venues, we engineer state-of-the-art solutions that deliver the coverage and capacity needed for today’s mobile users while supporting new applications in the future. HALO offers complete wireless infrastructure solutions, including funding, designing, building, and maintaining Neutral Host and Enterprise Distributed Antenna Systems and Small Cell systems. With over 15 years in the wireless infrastructure industry across all vertical markets, HALO has become the nationwide leader in DAS deployments and carrier collaboration.

**halodas.com**

**JMA Wireless designs and builds next generation in-building and outdoor mobile wireless systems,** delivering the industry’s most powerful technologies that enable LTE, 5G, and CBRS services on mobile operator networks worldwide. JMA Wireless’ XRAN™ leads the industry with the only 100 percent virtualized RAN platform, combined with its TEKO™, NWAV, and RF distribution technologies. JMA Wireless is a U.S.-based company with manufacturing, R&D, and sales operations in over 20 locations worldwide.

**jmawireless.com**

© 2019 JMA Wireless. All rights reserved.
All trademarks identified by ® or ™ are registered trademarks of their respective owners.