

## The Telkonet iWire System™

The Andersons, Maumee, Ohio



Type of building	Retail Store
Location	Maumee, Ohio
Year built	1986
Number of buildings	One
Number of floors	One; 130,000 square feet
Telkonet installation date	April 2006

### Challenge

To provide broadband network and Internet access for in-store digital signage that would enable the signs to be easily updated with new content, and quickly relocated, without using a wireless system.

ImageArray, Ltd. delivers a comprehensive multimedia communication service to large, multi-location retailers, including grocery stores, department stores, quick self-serve stores, restaurants, banks and automotive stores. The company's proprietary innovative retail merchandising system, the ImageArray Managed Network™, incorporates a new generation of retail display technology, design and network infrastructure. ImageArray's superior display technology enables retailers to enhance their communications, and connect with consumers by delivering up-to-date, eye-catching content via in-store electronic displays.

To offer its retail customers an all-encompassing digital signage solution, ImageArray needed to find a system that could deliver high-speed Internet and network access easily and cost-effectively. One of its customers is The Andersons, headquartered in Maumee, Ohio with stores throughout Ohio – a unique store with a full range of products for maintaining and improving the home and landscape, from housewares and automotive supplies, to fresh-baked breads and fine wines. The Andersons has a heavily-used WiFi system, which supports the store's inventory control and

point-of-sale systems. Store management did not want to add to the WiFi system's heavy load, and asked ImageArray to install an entirely separate network that would be isolated from any of the retailer's current operations.

The Andersons also needed mobility for its electronic signage, as Dale McClintock, Founder and Chief Product Officer of ImageArray, explained: "A key challenge for us was to find a system that would enable our retail customers to update electronic signage content quickly and easily, and move the displays around to a different part of the store from month-to-month."

### Solution

**By using the Telkonet iWire System for network connectivity, digital signage could be easily moved and enabled at any in-store electrical outlet.**

ImageArray researched every available option for broadband Internet and network access, and found that the Telkonet iWire System met all of its requirements, particularly as the system simply uses a building's existing internal electrical wiring to distribute high-speed Internet and network access. The electrical infrastructure acts both as a power source and an IP data-access backbone, providing consistent, reliable broadband Internet and network access at every power outlet throughout a building.

---

“With Telkonet’s system, retailers can easily move their electronic displays around and plug them in where they want them, with both power and network access delivered from the same electrical outlet.”

Dale McClintock  
Founder and Chief Product Officer of ImageArray

---

Since Telkonet’s system uses a site’s existing power infrastructure, the basic network is already in place, making it simple and quick to install, without any disruption to the building or its occupants. Installed in the electrical room, the Telkonet Gateway converts an Ethernet signal into a powerline communications (PLC) format and injects that into the electrical infrastructure of a building. Telkonet iBridge™ IP-access units recover the PLC signal, converting it back into standard Ethernet format for use in end-user devices.

Telkonet’s system is scalable and cost-effective. Retailers can install the system to enable the entire building, or just areas of the building where electronic signage is needed, with the ability to easily expand the system later as requirements change. It is a flexible platform, capable of supporting both wired and wireless connectivity, plus a variety of IP-based applications, such as surveillance monitoring and VoIP.

The Andersons store is using electronic signage in the entry way of the store, as well as for on-shelf advertising, with signage right next to the product being promoted. Dale McClintock added: “With Telkonet’s system, retailers can easily move their electronic displays around and plug them in where they want them, with both power and network access delivered from the same electrical outlet. This gives retailers the simplicity and mobility that they need. The system also is very inclusive, supporting many types of applications and technologies.”

---

**www.telkonet.com**

**Telkonet Headquarters**

20374 Seneca Meadows Parkway  
Germantown, Maryland 20876.7004 U.S.A.  
sales@telkonet.com  
international@telkonet.com

Phone: 240.912.1800  
Toll-Free in the US: 866.375.6276  
Fax: 240.912.1839