

## The Telkonet iWire System™

WyteStone Suites, Fredericksburg, Virginia



Type of building	Hotel
Location	Fredericksburg, West Virginia
Year built	1995
Number of buildings	1 building
Number of floors	5 floors
Number of rooms	85 rooms
Telkonet installation date	June 2003

### Challenge

**Find an effective broadband Internet access system that could be installed easily without any disruption, at a low cost.**

Built in 1995, WyteStone is an 85-unit, all-suites property. Standard CAT 3 wiring was installed in its walls when the hotel was built, which was sufficient at the time for the hotel's telephone system. Today, however, CAT 3 is considered inadequate for high-speed Internet signals. That left hotel management with a dilemma.

Fred Chason, president of the WyteStone Company, which owns WyteStone Suites and four additional properties, was charged with the responsibility of making the hotel high-speed-ready. "We evaluated a few different technologies," Fred says. "Our primary interest was in getting something effective installed while minimizing the hassles related to installation. Cost also factored into our criteria." One option was rewiring the building with CAT 5 cabling. Fred immediately discarded this notion because of the huge cost typically associated with installing dedicated wiring. "We also anticipated significant disruption to guest activities, which we believed was unacceptable. We really wanted other choices."

One intriguing alternative WyteStone considered was a system that would run Internet signals over the existing telephone lines. While Fred felt the system offered some benefits for the hotel, Fred and the company's management

team were not confident in the system's speed and reliability. "It turned out that when the building was wired there were too many junctions installed, which created a problem with running the Internet signals over the phone system." That left only two options. It really came down to a consideration of two different technologies: a traditional wireless solution that relies on radio waves to relay Internet signals throughout the hotel or a new solution, called powerline communications (PLC) technology.

Both the wireless system and the PLC system captured Fred's attention, since they avoided the hassles of installing wiring and offered mobility for guests using laptops in their suites. "We tested a wireless system, and it worked very well in the front of the building. But because of the building's density, the signals didn't reach the back rooms at all," he notes. The property, like many hotels, is constructed of brick and cast in place (CIP) concrete, which has a tendency to interfere with wireless signals.

The PLC system, as Fred found out, would face no such hurdles. "Telkonet came and demonstrated their system. We were extremely impressed with the speed and distortion-free signal," Fred reports. "We settled on the Telkonet iWire System and had Telkonet install it in June 2003."

## Solution

With Telkonet's system, installation hassles were avoided, no new wiring was required, and the system cost about one-third of a wireless system.

Installation turned out to be a painless operation, a far cry from the mess Fred would have faced if he had installed CAT 5 wiring. Telkonet conducted a technical survey at the hotel and determined that five Telkonet Couplers would need to be installed at the hotel's electrical boxes. That same day, an electrician was brought in to perform these simple installations. A day later, a Telkonet iBridge™ was put in every suite, and the system was ready for use. The Telkonet iBridge is placed on the desk in the front sitting area of each suite, but can be moved at will to the bedroom or anywhere else in the suite. With more than 10 electrical outlets in each unit, the Telkonet iWire System offered the same degree of mobility guests would have experienced with a standard wireless system. But, there was another advantage for WyteStone as well: cost.

Early on, Fred decided to challenge one group of guests to see how robust the new Internet system would be. "We had a group of about 40 government agency guests staying with us that day, people who had been to our hotel before. I asked them to help us test the system and challenged them to try to slow down the system by all getting online at the same time. They did, and there wasn't any delay in speed whatsoever."

Another benefit Fred sees in the new Telkonet iWire System is its ease of use. "We don't need a tech guy onsite to explain anything. That's a big savings for the hotel. The Telkonet iBridges come with their own easy instructions, and our guests have never had a problem figuring out how to get online quickly. I would recommend the Telkonet iWire System to other hotels any day. It's a great high-speed solution, and the company has proven to be very easy to work with throughout the process."

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Fred Chason, President  
The WyteStone Company

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"I would say the Telkonet iWire System cost about one-third of what a wireless system would have run us," Fred commented. "By comparison, a hard-wired system with new cabling installed would have cost about three times more than the PLC solution we picked."

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