

The Telkonet iWire System™

The Whitney at Bethesda Theatre, Bethesda, Maryland



Type of building	Apartment
Location	Bethesda, Maryland
Year built	2003
Number of buildings	1 building
Number of stories	11 stories
Number of units	253 units
Telkonet installation date	November 2003

Challenge

Find an Internet access solution that saves time and money without additional wiring.

The Whitney at Bethesda Theatre is a luxury apartment complex located in Bethesda, Maryland. Developed and managed by The Bozzuto Group, The Whitney represents the finest in urban living. Residents enjoy a host of luxury services and amenities, from concierge services and guest suites, to the resort-style pool and well-appointed fitness center, to high-speed Internet access.

Designed around a landmark Art Deco theater, The Whitney at Bethesda Theatre offers unusual character, fronting a lively urban scene along the front and an established residential neighborhood to the back. The community offers 253 luxury apartments in an eleven story tower, a four-story villa design, and nine town homes. It is one of the properties that is overseen by Scott Skokan, vice president of maintenance and technical services for Bozzuto Management Company of Greenbelt, Maryland. Scott is responsible for all technical services, including video, telephony and Internet services. As part of their commitment to extraordinary customer service, Bozzuto Management Company wanted to offer the residents at The Whitney the best high-speed Internet access solution.

Scott knew that staying a step ahead from a technology standpoint offers a key selling point for the apartment communities he serves. Scott commented, "Staying

connected is important to people today. Our company invested time and money to research different Internet solutions." The Whitney already offered DSL and cable modem service to its units. But Scott and others at Bozzuto Management Company wanted something that would meet or exceed other Internet access solutions, while at the same time helping them save money and eliminate additional wiring throughout the buildings.

"I first heard about the Telkonet iWire System at an industry conference and was immediately curious about it," Scott noted. This introduction prompted him to evaluate Telkonet's new high-speed Internet access solution based on proven powerline communications (PLC) technology.

Solution

The Telkonet iWire System was installed without any rewiring, new wiring or resident aggravation, resulting in cost savings and resident satisfaction.

Scott conducted a small pilot test program to assess the viability of the Telkonet iWire System, testing the system at a garden style apartment community owned by The Bozzuto Group. The test results were favorable, and the management group felt comfortable enough with the PLC technology to install Telkonet's iWire System throughout The Whitney at Bethesda Theatre in November 2003.

At The Whitney at Bethesda Theatre, the installation of the Telkonet iWire System was completed without any disruption to residents or to the apartment staff, and without having to install any additional wiring in the building. Because of the size and configuration of the apartment complex, a primary Telkonet Gateway was installed, along with five secondary Telkonet Gateways, which convert the incoming signal to a power line carrier (PLC) signal. The PLC signal from the Telkonet Gateway is injected into the building's electrical system using Telkonet Coupler(s), which are wired directly to the electrical panels in the building. The network signal is then accessed throughout the building by plugging a Telkonet iBridge™ into an electrical outlet and accessing the Ethernet port on the Telkonet iBridge.

“The Whitney residents can plug into virtually any electrical outlet and then are online, quickly and conveniently. And with the speed, there’s definitely a wow factor to this solution.”

Scott Skokan, VP of Maintenance and Technical Services Bozzuto Management Company

Large apartment buildings are complex from an infrastructure perspective, with between five to eight times more wiring than a typical hotel, because of all the various types of appliances and electronics used in each unit. Being able to install high-speed Internet access without having to rewire or install additional wiring is a huge advantage, not only because of the lack of disruption but also because of the cost savings.

The Whitney at Bethesda Theatre offers residents a Telkonet iBridge free for thirty days. If they are happy with the high-speed Internet access, they can subscribe to one of three possible packages, with various download and upload speeds to meet their different needs. The basic service compares favorably with commercial services like AOL, Scott noted, except for one difference: the high-speed Internet access (provided by Telkonet) is five times faster!

Proven Performance

The Telkonet iWire System has proven to provide reliable, secure and consistent high-speed Internet access. Scott commented, “We have had positive feedback from our residents. One resident was just amazed it actually worked – that he could plug his computer into any electrical outlet, using a Telkonet iBridge, and instantly be connected to the Internet” Scott continued: “Other apartments are dependent upon a data, phone or cable jack for service. But the Whitney residents can plug into virtually any electrical outlet and then are online, quickly and conveniently. And with the speed, there’s definitely a wow factor to this solution.”

While other properties are spending thousands of dollars to install new wiring for premium Internet access, Scott has saved money and avoided resident aggravation. He has delivered a technologically superior service to the residents of The Whitney at Bethesda Theatre, putting him one step ahead of his competition and providing the very best solution for his customers.

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