

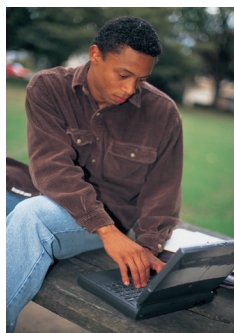


Making Wireless an Indoor State of Mind



▶ American University

University Advances Position As Technology Innovator, Education Leader



In 2001, American University (AU) recognized that wireless usage trends among college students would soon eclipse that of traditional wired voice services. This assumption was supported by industry experts who predicted that 70-85% of college students in the U.S. would have wireless service by 2005. In keeping with the university's reputation for technological innovation and education leadership, AU management made the decision to focus on supporting services that students were using while minimizing costs to support its wired voice services.

A key initiative for Carl Whitman, executive director of e-operations at AU, was to implement a platform to achieve ubiquitous voice and data coverage throughout the campus without major disruptions. Building materials frequently interfered with radio frequency (RF) signals from cellular service providers, preventing users from being able to use their phones anywhere within the campus. Similarly, AU's expansive campus presented a challenge for students who sought to wirelessly connect to the Internet outside of their dormitories to access e-mail, class notes, or do research.

In addition to providing an infrastructure to help students, faculty and staff work more productively and conveniently while reinforcing AU's image of being technologically innovative, the university sought to reinvigorate its dwindling wired voice services communications revenue stream through deals with wireless service providers to offer special a AU cellular phone package with discounts to encourage use.

The Solution

AU engaged the services of BearingPoint to make the university a showcase for the use of wireless technology in the higher education market. AU's requirements included:

- Wireless coverage and capacity throughout the campus
- Service for cell phones, PDAs and laptops throughout key areas of the campus
- Support for at least 2 Cellular/PCS voice services throughout the campus
- Access to a campus-wide wireless LAN (WLAN)
- Ability to easily upgrade to more services in the future

The Company ▶▶▶▶

An internationally renowned, private, liberal arts university located in Washington, DC having over 11,000 students enrolled in its undergraduate, graduate and doctoral programs.

Challenges ▶▶▶▶

- ▶ Offer students and faculty a fully integrated voice and data wireless network
- ▶ Wireless access inside and outside campus buildings
- ▶ Significantly lower network maintenance costs
- ▶ Create and grow an additional revenue stream

Benefits ▶▶▶▶

- ▶ Ensured the entire campus was 100% wireless-enabled
- ▶ Reduced maintenance costs for wireline services
- ▶ Future-proof support for emerging wireless services

After a thorough analysis AU's objectives, BearingPoint recommended MobileAccess for the in-building backbone for the university's 37 buildings and a total of 157 floors. The solution would be implemented in phases after an initial two-month trial in a campus residence hall and the Kogod School of Business was completed to AU's satisfaction. The trial started with cell phones and laptop wireless access cards being distributed to faculty, staff and students to determine whether users could access e-mail and the Internet from anywhere within the residence hall and the business school.

Based upon the MobileAccess Universal Wireless Network, the solution is integrated with AU's Gigabit Ethernet network. In addition, Cisco 1200 access points are connected to the MobileAccess network which transmits cellular and Wi-Fi signals simultaneously over a network to passive antennas that are deployed on every floor of every building.

AU's vision is to phase out the providing of long-distance service to students. According to AU's Whitman, "Our current plan is to disconnect [wireline] long-distance service in the residence halls by September 2005," adding "The kids already have wireless phones and with local number portability they can easily keep their numbers and port to Cingular or T-Mobile."

As a result, AU will be able to reduce the cost for maintaining its wired line network and PBX switches while raising the capabilities and quality level for campus-wide communications.

About MobileAccess

MobileAccess Networks 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 MobileAccess Universal Wireless Network delivers business-quality performance, scalability, security and signal reliability to more than 1000 customers, including Aladdin Resort and Casino, ALLTEL Stadium, American University, Clarian Health Partners, Hearst Corporation, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit www.mobileaccess.com.

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"If we were going to move to wireless, we had to offer service that was on par with (landline) phone service, and that's what the MobileAccess System provides."

Carl Whitman,
American University

