



Making Wireless an Indoor State of Mind



▶ Hearst Case Study

Universal Wireless Solution Provides Seamless Coverage at Hearst Corporation's New Headquarters



Communication is vital to business, especially in the business of communication. In 1928, the original Hearst office complex was built on the site. Six stories of reinforced concrete housed the operations for the 12 magazines that Hearst owned at the time. It is this same structure, now a dedicated historical landmark, that incorporates the 46-story state-of-the-art tower that serves as the new corporate headquarters for the communication giant, which is also the first "green" skyscraper in New York City.

The challenges of laying wireless architecture throughout existing and new build materials was a complex task due to the existing architecture of the building needing to seamlessly mesh with the planned tower. The company needed to preserve the existing structure while ensuring that both the new addition and existing space could accommodate all of their wireless needs. For Hearst Corporation, it was imperative that their new headquarters, located in the heart of downtown Manhattan, have Wi-Fi as well as multiple wireless voice and data applications able to function simultaneously without downtime throughout the whole 856,000 square feet, regardless of the architectural challenges.

Additionally, Hearst had already chosen a Cisco Unified WLAN implementation for their Wi-Fi coverage, yet also wanted a network that could handle the multiple cellular operators needed to enable the business to run smoothly. However, what Hearst Corporation did not want were multiple runs of cables and multitudes of ceiling antennas driving up manageability and cost. MobileAccess' Universal Wireless Network in conjunction with Cisco's Unified Wireless LAN was the ideal solution.

The Solution

To address the needs of Hearst Corporation, the MobileAccess Universal Wireless Network was chosen for the network architecture in both the existing and new space for several reasons. Principally, the universal architecture of the infrastructure guaranteed its compatibility with Cisco's Unified Wireless LAN. Additionally, the architecture would only be laid once to accommodate Wi-Fi, voice and data services from multiple carriers. No parallel cabling would mean less invasion in the

The Company ▶▶▶▶

Hearst Corporation is one of the nation's largest communications companies, spanning more than 175 magazines, 28 television stations and 12 daily newspapers as well as holding ownership in leading cable networks such as ESPN and A&E.

Challenges ▶▶▶▶

- ▶ Provide seamless coverage for Hearst's Cisco Unified WLAN implementation
- ▶ Support multiple cellular services from various cellular operators including Verizon Wireless, T-Mobile and Cingular Wireless
- ▶ Allow use of mobile phones, laptops and other wireless voice and data devices throughout the 856,000 square foot facility in New York City

Benefits ▶▶▶▶

- ▶ Fewer AP's on the ceiling and all active components kept in telecom closets maintain the aesthetics of the building
- ▶ "Anytime-anywhere" voice and data coverage inside the new 46-story "green" downtown Manhattan headquarters
- ▶ Supports multiple wireless services over a single infrastructure



existing landmark building, reduction in cost, ease of maintenance and simplicity in addition of new services.

One of the original design goals was to control costs and maintenance by eliminating the use of active controls in the ceiling. This was accomplished by deploying the Cisco Unified Wireless LAN solution over the MobileAccess MA-850 architecture. Once this was done, the Cisco access points were “clustered” together in secure, accessible, easily maintainable wiring closets, ensuring manageable, reliable uptime.

The deployment of the MobileAccess Universal Wireless Network not only allows the company to cost-effectively provide the wireless services necessary to stay competitive in the fast-paced communications marketplace, but it also highlights a new enterprise WLAN standard. While competing DAS systems require parallel cable systems to support multiple service offerings, the Wire-It-Once™ architecture can simultaneously support cellular, voice, data and Wi-Fi services on a single hybrid fiber-cable infrastructure. This fact not only combined the architecture for the Cisco WLAN and other wireless services, but also future-proofed the network.

The bottom line is that the Wire-It-Once™ architecture that allows WLAN, cellular and data services provides a manageable, reliable, scalable network that makes wireless an indoor state of mind for all 46-stories of the new Hearst Tower.

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, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit www.mobileaccess.com.

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“With Cisco Technology Developer Program member offerings, such as the MobileAccess Universal Wireless Network, customers can deploy a broad range of business solutions that foster innovation and drive rapid adoption of business-critical technologies.”

*- Alan Cohen, Senior Director,
Mobility Solutions, Cisco Systems*

