



Making Wireless an Indoor State of Mind



▶ The Homer Building

Setting a New Technology Standard in the Commercial Real Estate Industry



The Homer Building, located in the heart of Washington D.C.'s historic business district, is one of the city's premiere multi-tenant commercial office properties and a significant architectural landmark. Constructed in 1913 and renovated in 1990 by Akridge, the real estate services company that manages the property, this 12-story facility has stood the test of time and remains a prominent landmark in the District.

Along with its renowned history, the Homer Building faces the constant challenge of integrating newer technologies into its older infrastructure. Not surprisingly, internal wireless communications is a technology area that has been problematic - the building's location in a dense urban environment and its heavy construction tend to block wireless services.

Akridge recognized that wireless was both a problem and an opportunity for the Homer Building; in resolving the wireless coverage issues for its tenants, perhaps they could leverage new technology to further distinguish the property. "Whether it's retrofit or new construction, wireless is the latest 'must-have' amenity in the commercial real estate industry," said Matthew J. Klein, President of Akridge. "Staying ahead of the curve where technology is concerned is important not only for our productivity, but also so that we can provide better service to our clients."

With that philosophy in mind, Akridge sought an innovative wireless solution to unlock the potential of wireless communications for tenants throughout the nearly one half million square foot property. The goal was to provide tenants reliable, uninterrupted coverage for all their wireless devices and applications including cell phones, pagers, PDAs, two-way radios, Wi-Fi, building automation systems and emergency communication frequencies.

The Solution

To transform the Homer Building into a wireless showcase, Akridge selected the Universal Wireless Network from MobileAccess. With its ability to simultaneously support virtually any combination of wireless services over a single infrastructure, the MobileAccess solution was ideally suited for the varied requirements of the Homer Building's tenant population.

The Company ▶▶▶▶

Located in the heart of Washington D.C.'s commercial center, The Homer Building is a premiere multi-tenant commercial office property and a significant architectural landmark.

Challenges ▶▶▶▶

- ▶ Need to address tenant demand for facility-wide coverage
- ▶ Solution must deliver broad array of wireless services in a challenging historical structure
- ▶ Must adapt to the varied wireless requirements of current and future occupants

Benefits ▶▶▶▶

- ▶ Facility-wide support for multiple wireless operators, Wi-Fi and two-way radio
- ▶ Flexibility to offer tailored wireless service packages to tenants
- ▶ Competitive advantage through increased client satisfaction and customer service
- ▶ Dependable communications for emergency response teams

In particular, Akridge found the solution's modular configuration to be especially appealing, giving them the flexibility to create different "packages" of wireless services tailored to the specific needs of individual tenants. In addition, the modularity makes it easy for Akridge to adjust the service offerings as tenant requirements change or as new occupants move in to building. As noted by Mr. Klein, "The MobileAccess Universal Wireless Network enables us to reduce operating expenses while providing cutting-edge amenities to our clients."

In addition to the value it brings to tenants, the Universal Wireless Network also benefits other constituents within the Homer Building. It significantly enhances life safety systems by providing dependable communications for emergency response teams. For Akridge property managers and engineers, the system enables them to use PDAs and Wi-Fi services to stay connected and deliver more efficient service to their clients. From an operational perspective, Akridge benefits from the cost efficiencies realized by deploying just one physical infrastructure to support a multitude of wireless services and the reduction of installation costs for new office set-ups or building system upgrades.

Akridge and Homer Building owners expect to realize a return on their investment through client retention and lease renewals, increased customer service and client satisfaction, improved productivity and efficiency, and product differentiation. Throughout the Akridge portfolio, developers and property managers are now exploring the implementation of in-building wireless technology in existing buildings and in development projects.

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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*- Matthew J. Klein,
President of Akridge*

