



Making Wireless an Indoor State of Mind



## ▶ Peppermill Hotel Casino

### Luxury Casino Raises the Bar with Wireless Connectivity



Located in the heart of Reno’s newly-built retail, entertainment and restaurant district, Peppermill Hotel Casino is a premier property, featuring over 1,100 guest rooms, 14 themed bars and lounges, 8 restaurants, and multiple gaming venues. With its array of world-class guest services, the casino is ranked as one of the “Top Ten Casinos in America” by MSN Citysearch.

As a world-class facility with all of the modern luxuries that guests have come to expect, wireless access was more than a ‘nice to have’ for Peppermill Hotel Casino. Casino executives understood that wireless voice and data connectivity were essential for enhancing the overall experience of their guests and for boosting the efficiency of their internal security and operations teams.

Toward that end, Peppermill sought a wireless coverage solution for delivering WLAN and cellular phone services from multiple operators, including Cingular, Sprint and Verizon Wireless, throughout its 860,000 square foot complex. The solution needed to meld seamlessly with Cisco WLAN equipment and provide reliable support for SpectraLink Voice over WLAN (VoWLAN) telephony services.

With plans for a 560,000 square foot high-rise addition on the table, Casino decision-makers were determined to find a scalable wireless architecture that could cost-effectively expand to cover the new space without disturbing or re-engineering the initial deployment. Along those same lines, the Casino recognized the need for a flexible solution that would allow them to activate new wireless services at any time without disrupting hotel operations or compromising their guests’ experience.

### The Solution

Peppermill Hotel Casino selected the MobileAccess Universal Wireless Network for its superior ability to support all of the Casino’s required wireless services over a single, highly flexible network infrastructure. With its unique Wire-It-Once™ architecture, the MobileAccess solution was a much more cost-effective approach than parallel networking alternatives in which separate cabling systems must be deployed for each individual wireless service.

#### The Company ▶▶▶▶

Reno, Nevada hotel and casino complex housing over 860,000 square feet of gaming venues, restaurants, luxury hotel rooms, lounges and spa facilities.

#### Challenges ▶▶▶▶

- ▶ Provide reliable wireless coverage throughout the facility for guest convenience and staff productivity
- ▶ Must expand cost-effectively to include a planned 570,000 square foot addition
- ▶ The wireless solution must be aesthetically pleasing and non-disruptive to the guests’ experience

#### Benefits ▶▶▶▶

- ▶ Single infrastructure cost-effectively delivers WLAN and cellular services from multiple operators
- ▶ Modular architecture gracefully expands to new coverage areas and accommodates new wireless services without disruption
- ▶ All managed elements are located in secure telecom closets; system adjustments occur out of public view

The MobileAccess solution is highly adaptive, which enables Peppermill to seamlessly add new wireless services to the system simply by adding new modules to the existing deployment. With this flexibility, the Peppermill Hotel Casino can easily take advantage of emerging wireless technologies, applications and services in the future, without the need for forklift upgrades, parallel networks or costly overhauls. In addition, the MobileAccess solution houses all managed components in telecom closets, satisfying Peppermill's desire for a secure and aesthetically pleasing wireless platform. Moreover, this approach keeps the operation of the wireless infrastructure hidden from guest view; Peppermill can add new wireless services at any time without disturbing the ceilings and walls of public spaces.

"We are committed to providing our guests with the highest level of luxury and convenience. Central to this mission is ensuring they can use the latest wireless technology as easily and reliably inside our world-class facility as they have come to expect outside," said Bill Hughes, Director of Marketing Operations at Peppermill Hotel Casino. "The Universal Wireless Network allows us to enhance our guests' experience by offering seamless access to wireless voice and data services and, by improving our own internal communications, it enables our staff to offer the highest level of service and security."

Not only did Peppermill Hotel Casino meet its short-term connectivity goals by selecting the MobileAccess solution, the casino also gained a long-term competitive advantage and status as a world-class destination.

### 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](http://www.mobileaccess.com).

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*Bill Hughes, Director of Marketing Operations, Peppermill Hotel Casino*

