



Making Wireless an Indoor State of Mind



## ▶ Planet Hollywood Resort and Casino

### World-Class Las Vegas Resort Kicks Off Expansion with New Wireless Amenities



Along the famous Las Vegas strip, the Planet Hollywood Resort and Casino (formerly Aladdin Resort and Casino) stands out as a premier destination for year-round travelers seeking luxury accommodations and world-class entertainment. With top-of-mind safety concerns and the need to support consumer-focused voice and data services,

a complete wireless connectivity solution was sought in order to maintain the casino's competitive position as a state-of-the-art tourist attraction.

The casino needed to seamlessly support CDMA and iDEN frequency bands for customers using Sprint Nextel phones. Resort executives further sought to equip the casino with reliable wireless coverage that could readily expand with their phased construction plans. The casino was also in the midst of new construction and therefore required strong assurance that the infrastructure installation would not interrupt existing wireless services.

More complexity was added to the project since maintaining aesthetics and a positive guest experience were pivotal to project success. Casino planners wanted to reduce the number of unsightly ceiling and wall-mounted antennas inside of the artfully themed interiors. Having to mount and maintain a variety of antennas for each wireless service would disrupt operations and impact guest comfort. Therefore, the ideal solution had to be both manageable and keep visible equipment to a minimum.

Jerry A. Sparks, IT Director for the Planet Hollywood Resort and Casino emphasized, "The resort and casino required the latest in wireless technology, and improved aesthetics throughout the building. The installation also required a zero impact to our guests."

### The Solution

The MobileAccess Universal Wireless Network was selected by Infinigy Engineering, which managed vendor selection and deployment, on behalf of the Casino. "The MobileAccess Universal Wireless Network provided the scalable and flexible infrastructure this large



### The Company ▶▶▶▶

The Planet Hollywood Resort and Casino is a 35-acre shopping, gaming, and hotel mecca located in the heart of the Las Vegas strip, housing 150,000 square feet of gaming space and over 500,000 square feet of high-traffic retail space.

### Challenges ▶▶▶▶

- ▶ Flexible wireless coverage for an expanding casino footprint with 2,500 guest rooms and 140 retail outlets
- ▶ Maintain the integrity of the resort's interior design
- ▶ Provide reliable wireless coverage for Sprint Nextel and public safety services even in underground resort tunnels

### Benefits ▶▶▶▶

- ▶ Single multi-service infrastructure delivers reliable wireless coverage for Sprint Nextel and public safety services
- ▶ Modular architecture reduces impact on aesthetics
- ▶ Wire-it-Once™ network accommodates a growing footprint without interrupting existing services or guests



resort venue required,” stated John Stevens, CEO of Infinigy Engineering. “This enterprise wireless network solution has the capacity to meet individual as well as collective carrier demand.”

The modularity of the MobileAccess solution allowed the resort to quickly and cost-effectively deploy additional wireless voice and data services, without disturbing the active network. The inherently broadband MobileAccess solution provided an ideal combination of low-loss fiber optics signal transport and precise signal management and filtering to ensure service performance. Over three miles of low loss fiber and coax cabling were installed without impacting resort guests and internal operations. The result was reliable wireless coverage throughout the large resort and a high level of scalability that would simplify adding and changing services so that IT staff could add them when and where they were needed.

The innovative MobileAccess architecture also had the advantage of neatly containing managed network components in existing telecom closets away from public areas. This simplifies maintenance and improved installation efforts, minimizing the impact on guests. The innovative MobileAccess approach to integrated WLAN services also avoided placing WLAN Access Points (APs) on ceilings, thereby allowing the casino to preserve the look and feel of resort interiors.

For Planet Hollywood, the MobileAccess Universal Wireless Network was a means of providing one multi-service, multi-operator wireless infrastructure backbone that supported Sprint Nextel services, public safety services and more, simultaneously.

The Planet Hollywood Resort and Casino wireless infrastructure deployment set a new standard in casino connectivity by proving versatile enough to handle the stringent standards that luxury-class hospitality venues demand.

## About MobileAccess

MobileAccess is a global provider of enterprise wireless solutions that connect the people and applications that drive business. The MobileAccess Universal Wireless Network is a platform for delivering multi-service wireless connectivity in public venues and facilities such as airports, hospitals, hotels, manufacturing plants, office buildings and sports venues. With its advanced Wire-It-Once™ technology, MobileAccess provides facility-wide coverage for Wireless LAN (WLAN), Mobile WiMAX and public safety radio, among other wireless services, over a single infrastructure. Thousands of organizations worldwide rely on MobileAccess to power life saving, time saving and money saving wireless applications every day. MobileAccess customers include Aladdin Resort and Casino, University of Phoenix Stadium, Clarian Health, Ford Field, Grande Lakes Orlando, Hearst Corporation, Lehman Brothers, Melbourne (Australia) Airport, Northwestern Memorial Hospital, and Royal Dutch Shell. For more information, visit [www.mobileaccess.com](http://www.mobileaccess.com).

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