



## Customer Brief: Writer Square Denver

### Overview

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Writer Square is Denver's premiere shopping, dining, and sightseeing destination. Located in the heart of Downtown on the 16th Street Mall, Writer Square is the ultimate destination for an unforgettable outing. Writer Square's major developer decided to install a free Wi-Fi network to draw people in the area. They contracted with Evolving Technology Solutions (ETS), a wireless technology solutions and services company that specializes in providing the professional design, installation and management of secure high-speed wireless networks for apartments and condominium communities, hotels, schools, hospitals, office buildings, food courts, cafe's, parks, campgrounds as well as custom point to multipoint wireless connections.

### Application

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ETS conducted an extensive site survey of the property and studied various equipment solutions. They knew they needed a state of the art gateway solution for easy access and high power access points to provide a strong signal to the entire area. They concluded that ValuePoint Networks' gear provided them the superior combination of price and performance.

### Solution

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ETS decided to utilize a ValuePoint Networks NC-3500 gateway controller with the café account option to provide time-limited one hour free access. This encourages the patrons to use, but not abuse, the free service. ValuePoint's patent pending Café Account allows each user up to one hour per day. Thus they are encouraged to return each day to utilize the system, drawing them in to patronize establishments within the Writer Square. In order to provide a strong signal around the square, ETS uses two 530GIA-12 and one 530G IA-18 high power outdoor rated access points. These three units provide strong signal for one square block.

## Customer Testimonial

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Henry Labbert, President of ETS, is very pleased with the overall performance of the system. It has provided Writer Square with an outstanding solution and within a few weeks the usage has already exceeded expectations. In addition, the flexibility of the NC-3500 also gives ETS the ability to advertise its other Internet access packages!

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