



CASE STUDY:

Menin Hospitality Once Again Turns to RoamBOOST for Cell Signal Amplification

The Red Ginger restaurant, part of a mixed-use development project in Miami, has eradicated all issues with poor cellular reception thanks to the RoamBOOST Distributed Antenna System

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2015 — For Menin Hospitality, the unique location of each of its hotels and restaurants is key to making them sought-out destinations in the Miami market. These sites are known for their lifestyle and character appeal, yet structural interference and other factors in the surrounding area can make it impossible for customers and staff to get good cell reception. Such was the case in May, when development crews and staff of the soon-to-open Red Ginger



restaurant couldn't get a cell signal. Managed by Menin Hospitality, Red Ginger is part of a new construction eight-story, mixed-used facility in Miami's South Beach area, located at 800 First Street. Upon learning of the cellular coverage problem, the management group immediately dispatched one of hospitality's mobile experts, RoamingAround, to install its RoamBOOST Distributed Antenna System (DAS).

By the time of its opening in July, the issue of nonexistent cellular service was a distant memory for the Asian-influenced, locally-inspired eatery. When the First Street development project is complete in late first quarter 2016, it will feature a two-story parking garage, office spaces, a three-story residence and a second restaurant on the ground level adjacent to Red Ginger. The modular configuration of RoamBOOST is enabling the development team to activate the DAS as each phase of project completion.

The Problem

As it often happens in new construction, the physical materials used in the First Street project – namely the metal and concrete – inhibited cellular reception on the job site. The issue was detected by Red Ginger staff as they were planning for the grand opening; with media and local dignitaries invited, having no cell service during the upcoming gala would result in a PR disaster.

The Solution

In 2014, Menin Hospitality installed RoamBOOST at its property The Gale, also in South Beach. Based on a successful implementation and all cellular issues having been eliminated at The Gale, Menin Hospitality's VP of IT, Seth Wasserman, called the RoamBOOST team once again for the First Street location. RoamBOOST used an exclusive technology and a network of highly efficient antennas to enhance in-building cellular coverage for all carriers. This solution defeats one of the most complex challenges that hotels face today by enhancing the local geography's coverage inside the building. This ensures that all mobile calls and data communications are conducted successfully.

"This eight-story development project on First Street was a much larger undertaking than The Gale, but we had complete confidence that RoamBOOST would get the job done," said Wasserman. "RoamBOOST is not a complex system; there aren't a lot of moving parts that we need to worry about. As experts in their field, we knew they would identify the problem and get it fixed quickly."

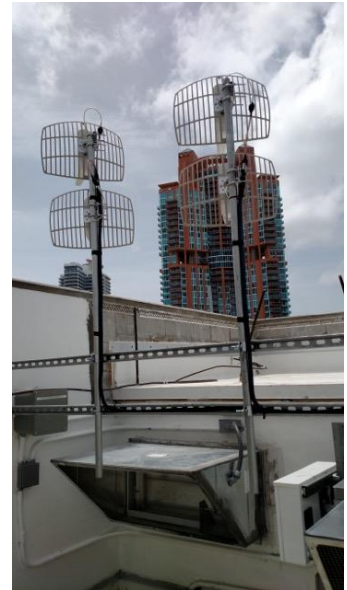
The Implementation

The RoamBOOST installation team proactively outfitted the infrastructure of the building – ground to roof – and strategically planned where wires and antennas would need to be installed prior to walls going up and rooms being completed. Focus was placed on Red Ginger, as it was the first tenant to occupy the ground level. Once the infrastructure for the restaurant was complete, RoamBOOST continued equipping subsequent floors with the relevant equipment. Floors two and three are allocated for parking; floor four is office space; floors five through seven are designated as private residences, and the top floor features a rooftop patio/deck.

"The RoamBOOST team worked meticulously, accommodating for the aesthetics of every square inch of the property," said Wasserman. "There's a lot of movement in this building with people milling about the restaurant, cars moving in and out, and several residents using a host of mobile devices. If there was a dead spot in any location of the building, RoamBOOST found it and fixed it. The team worked alongside the building contractors, and never got in the way. The installation went like clockwork."

The Result

FIRST STREET PROJECT



The cell signal is captured on the roof ...



sent into the building ...



and ends at the amplifier.



Antenna cables snake through the building ...



and end at an indoor antenna.

Today, with Red Ginger and the parking levels open, half of the First Street development project is complete.

“The RoamBOOST team has done as much as they can do, and we couldn’t be happier,” said Wasserman. “When the engineers and construction crew are ready, we’ll call RoamBOOST back in to finish the job in the residences and Bake House restaurant. I commend the team on their responsiveness and continual communication. When we have a question, we get an immediate response; it’s a very pleasant relationship and one that I am sure will continue to grow.

“The most difficult part of the RoamBOOST installation was finding a hotel room in South Beach for the installers,” he said.

The First Street project and Red Ginger restaurant installation are prime examples of the exceptional capabilities of the RoamBOOST technology and the dedication of its team.

“The beauty of RoamBOOST is its modularity,” said Michael Garvin, RoamingAround founder and CEO. “We place the antennas in the areas of any building where they are needed today, and if enhanced coverage is required elsewhere in the future, properties can simply add more nodes. In the hotel and restaurant environment, RoamBOOST makes it easy for hotels to achieve guest loyalty and attract new prospects. It also helps to make employees’ and managers’ jobs easier, as they can now stay connected to each other and to customers via mobile devices, even in remote areas such as a basement.”

“We value the continued business relationship with Menin Hospitality, and look forward to completing the multi-phase project at First Street in South Beach,” said Garvin.

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About RoamBOOST

RoamBOOST, a division of RoamingAround, LLC, is a scalable Distributed Antenna System (DAS) solution for hotels that solves in-building cellular coverage problems throughout a property or in targeted areas, such as the lobby, guestrooms, meeting rooms or basement. RoamBOOST is a division of RoamingAround, a provider of mobile engagement solutions designed specifically for the hospitality industry. Today, your guests live their lives on their mobile devices, and that’s precisely where you need to reach them—before someone else does. From large conference hotels and upscale resorts to independent, intimate boutique properties, RoamingAround’s powerful mobile engagement options can be customized for your property’s individual goals and feature vital customer profile and back-end tracking tools for predictive analysis and measurable results.