



This new building in the heart of Times Square houses a luxury 42 floor Marriott EDITION hotel offering over 400 rooms, a cabaret theater, rooftop beer garden and fitness center.

With a large retail space filled by some of the nation's favorite brands and one of the largest wrap around outdoor LED screens, the site will attract over 350,000 visitors every day.

Every hotel guest requires a seamless indoor/outdoor cellular coverage experience throughout the entire venue and the system had to be complete and working well before the grand opening to provide connectivity for construction and staff.

Diamond's Accelerate Solution

Through Diamond's carrier-supported program, Diamond designed a state-of-the-art Distributed Antenna System (DAS) solution that seamlessly integrates into carrier networks and met all requirements including:

- Best-in-class system and functionality
- Verizon, AT&T and T-Mobile coverage
- Support for 5G and future upgrades
- Monetization strategy
- On-going monitoring and maintenance

The Benefits

The strong indoor cellular signals from Verizon, AT&T and T-Mobile provide a critical guest amenity to ensure maximum occupancy levels and guest satisfaction. Every guest is provided with exceptional coverage in every room and corner of the building with high data speeds and a strong signal for voice and video calls along with real-time in-app access to restaurant, theater and transportation bookings, express check-out, social media, and video streaming, etc.

The deployed system brings connectivity to the staff and workforce which facilitates operational efficiencies. Additional revenue streams are enabled from guests and retail tenants together with an impressive return on investment (ROI).

Full indoor cellular connectivity reduces or eliminates the dependency on guest WiFi and landlines. It also opens the discussion to eliminate in-room phones.

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