

The Telkonet iWire System™

WorldMark Las Vegas, Nevada

CASE STUDY



Type of building	Timeshare resort
Location	Las Vegas, Nevada
Year built	August 2003 and January 2006
Number of buildings	14 buildings spread over 10 acres
Number of stories	4 stories
Number of units	402 units
Telkonet installation date	January 2006

Challenge

To provide a flexible, hands-off solution that could be deployed across all the resorts, regardless of the type, age, or number of buildings, with complete support for multiple applications.

Trendwest Resorts, the exclusive developer and marketer of WorldMark, with 60 resorts and 4,500 units, focuses on owner benefits and providing the best in customer service and satisfaction. In line with its quest to provide owners with the best services, Trendwest required a flexible, cost-effective means of introducing high-speed Internet access. Management conducted an evaluation of the various options, including wireless, cable, VDSL and Telkonet’s system. Part of the selection criteria involved ease of deployment across its network of resorts, regardless of the location, type or age of building. The company wanted a hands-off system that would require minimal front desk or technical support. The solution also had to be easily scalable, plus act as a dynamic platform to support future services, including energy management and advanced communications, such as voice over IP (VoIP).

WorldMark management tested various Wi-Fi systems and found they were not terribly dependable. They had to work really hard to get on-line – a challenge they didn’t want their owners to have to face. With Wi-Fi, it would have been expensive and a nightmare to make work, because of the diversity of building types, especially the buildings with

concrete walls. For Trendwest management, the cost and time involved with retrofitting buildings with CAT-5 removed this from the equation. This option would have been prohibitively expensive, and they would have to deal with many different cable companies, each having different ways of approaching the project. VDSL was not an option either, as VDSL is not available at all of the property locations.

Solution

Since Telkonet’s system uses in-building electrical wiring for network connectivity, the system could be deployed at any location, providing wired and wireless network and Internet access, and supporting future applications.

Telkonet was the one solution identified by Trendwest that could be easily installed throughout all 60 resorts, even in its San Francisco property that was built in 1907, and its Oregon coast eight-story property with thick concrete walls. The Telkonet iWire System was the best option, as it simply uses a building’s internal electrical wiring to distribute high-speed Internet and data access, turning every power outlet into a data access port.

Steve Townsend, Director of Resort Services, WorldMark, was impressed with the system’s installation, especially the lack of disruption and service reliability. The Telkonet iWire System was installed at the Las Vegas property in all 14

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buildings throughout 10 acres in just 3 days. The installation was straightforward – the buildings were easily connected, using the existing phone lines. A Telkonet Gateway was installed to convert the broadband IP connection to a PLC signal, which is distributed to the Telkonet Couplers. 27 Telkonet Couplers were installed to inject the PLC signal onto the electrical grid, and 13 Telkonet eXtenders™ broadened the reach of the Telkonet Gateway. Since Trendwest wanted to enable billing for the Internet service, a Plug-In-Go router was also installed. As a result, when owners who have used the Internet service travel to another Trendwest property, they can simply use the same user name and password, as the system keeps track of this data. The Telkonet iWire System is also used as the backbone for Wi-Fi, providing Wi-Fi to the 4 pools and the lobby areas.

In addition to enabling broadband network access in 402 units, Telkonet’s system was deployed in two remote housekeeping and maintenance offices, enabling employees to communicate with each other at the remote offices within the huge property. Using Telkonet’s system represented a significant savings to Trendwest, as it would have cost around \$10,000 to run the needed fiber optic cable to these two locations.

With Telkonet’s system, the resort enjoys 100% Internet coverage – Telkonet iBridge™ units are mounted to the wall in

each unit. To access the Internet, users simply plug a Telkonet iBridge into their computer, with the Internet connected via the computer’s Ethernet port.

In addition to the Las Vegas property, Telkonet’s system has been installed in the WorldMark Camlin in Seattle, Washington, the WorldMark San Francisco and the WorldMark Windsor, California, with glowing reports. The system has been described as a “hands-off system that just works.” This is exactly what Trendwest was looking for – a system that was highly functional from a technical standpoint and one that did not require any assistance from the front desk.

Steve stated, “It’s about the most worry-free, high-tech situation that I’ve ever been involved with. Your service people must be like the Maytag repairman, sitting there waiting for the phone to ring! The system has been completely hassle-free – we’ve had virtually no service issues at all, according to our 4 veteran resort managers, who are cynical at best. They all agree it’s a very slick system and have no reservations.”

Telkonet’s iWire System for high-speed network and Internet access is just part of Trendwest’s vision, with advanced plans in place to use the system as a platform for advanced services and other applications, such as in-room entertainment systems and for energy management. The take rate for Internet access has been strong at an average of 10%, without any marketing support.

With the Telkonet system successfully implemented at four of its WorldMark resort properties, Trendwest Resorts is now planning a broad-based rollout of Telkonet’s system.

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