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In-Building Wireless Solutions 2005

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July 11-13, 2005 • The Ritz-Carlton Hotel • Lake Las Vegas, NV

The only event dedicated solely
to indoor wireless coverage solutions
for voice and data services

With 2 concurrent business strategy and technical tracks,
3 pre-conference workshops, 6 interactive panel discussions, and
11 compelling case studies, this conference is your only opportunity to:

- Evaluate available solutions to improve coverage within various building types
- Better understand the end-user's in-building information and application needs
- Learn how to negotiate successful building access agreements in public and private arenas
- Overcome the technical challenges of a converged cellular and Wi-Fi network
- Explore the next generation of in-building coverage solutions – 3G, WiMAX and MoWLAN

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10:50 **Improving Patient Safety and Communications in Hospitals through Enterprise-Based Wireless Distribution Systems**

CASE STUDY

Mountain States Health Alliance (MSHA) provides an integrated, comprehensive continuum of care to people in 28 counties. To meet the challenges of delivering the highest level of patient centered care demands, MSHA selected to install a unique, enterprise-based wireless technology solution- a single wireless infrastructure that provides universal coverage. This presentation will present the economic model for selecting and implementing an enterprise wireless solution.

- Manage and support various RF applications across the enterprise
- Scalability for future applications including WLAN, paging, and VoIP
- Improving patient safety and bedside access to information by clinicians

Richard Eshbach, *Assistant Vice President and Chief Information Officer*, **MOUNTAIN STATES HEALTH ALLIANCE**

Rich Rairigh, *IT Enterprise Network Manager*,
MOUNTAIN STATES HEALTH ALLIANCE

11:30 **Beyond the Building: The Logistical, Financial, and Practical Challenges of Deploying Mobile Phone Service on Cruise Ships**

CASE STUDY

Wireless Maritime Services, a joint venture of Cingular Wireless and Maritime Telecommunications Network (MTN), is working with major cruise lines such as Norwegian Cruise Line, Royal Caribbean/Celebrity Cruises Ltd., and Island Cruises to provide GSM and CDMA mobile phone service for voice and data applications while on cruise ships at sea. Beginning with an overview of the brief evolution of shipboard telecommunications services, the speaker will review each step of the project from conception up to the fulfillment of the vision, including:

- Background of business case for deploying in-building solutions at sea
- Explanation of bandwidth limitations
- Multi-carrier roaming agreements
- Related market conditions within the cruise industry
- Regulatory status
- Challenges inherent in providing mobile coverage in what amounts to a giant steel honeycomb
- Overview of what telecom may look like over the next few years in the cruise industry

Rob Majerison, *Vice President for Business Development*,
MARITIME TELECOMMUNICATIONS NETWORK

12:20 *Luncheon for Conference Attendees*

1:50 **The Future of In-Building: Presenting a Macro Perspective on the Future Directions of the In-Building Market**

- Identifying the major factors impacting the in-building market segment
 - Evaluating emerging business models
 - What's stopping the market from deploying networks?
- Evaluating past and present market drivers for investment to determine what factors will impact future investments

11:00 **Creating a "Living Lab" in the Thomas J. Watson Research Laboratory at IBM Headquarters**

CASE STUDY

The foundation of the IBM Research Division is the wide array of scientific disciplines, award-winning researchers, and global labs. On account of its complexity, there are numerous technical challenges to providing a "Living Lab" environment for the research staff as well as networking strategies for IBM. This session will explore the challenges specific to designing a flexible and reliable wireless network infrastructure. Topics to be covered include:

- Key decision factors: integration, security, open standards adoption, interoperability, infrastructure, client support, and the risk associated with new technologies
- Providing a dynamic infrastructure scalable to future technologies
- How to evolve to an enterprise level wireless solution

Drew Wyskida, *Senior Network Architect*, **IBM RESEARCH**

11:40 **Understanding the Uplink Noise Generated by Different In-Building Technologies**

- Understanding various BTS sensitivity concepts
 - Donor shrinkage concept
 - Donor desensitization concept
- Comparing noise considerations for each type of in-building solution
 - Repeater and passive DAS, active DAS, and fiber DAS
 - BTS and fiber DAS
- Assessing various uplink limited designs
 - Downlink link budget limited by the uplink noise budget
 - In-building system output power vs. BTS output power chart
- Identifying the most effective method to minimize donor shrinkage
 - The impact of attenuating in-building system uplink noise
 - Pros and cons for the donor site and the in-building system

Francoise Lachance, *Senior In-Building RF Engineer*,
TELUS MOBILITY

12:20 *Luncheon for Conference Attendees*

1:50 **Weighing up the Pros and Cons of Site Surveys vs. Prediction Models to Ensure Efficient Network Design and Customer Satisfaction**

OPERATOR CASE STUDY

It is impossible to tell exactly how wireless equipment will operate in every circumstance, especially within a building with hidden obstacles. The question is whether or not it is more effective to develop a prediction model or complete a site survey to gain real world understanding of the site, taking into account CAPEX, OPEX, maintenance, and time