



## Hearst Case Study

### Universal Wireless Solution Provides Seamless Coverage at Hearst Corporation’s New Headquarters

#### Background

Communication is vital to business, especially in the business of communication. In 1928, the original Hearst office complex was built on the site. Six stories of reinforced concrete housed the operations for the media brands that Hearst owned at the time. It is this same structure, now a dedicated historical landmark, that incorporates the 46-story state-of-the-art tower that serves as the new corporate headquarters for the communications giant and is also the first “green” skyscraper in New York City.

The challenges of laying wireless architecture throughout existing and new build materials was a complex task due to the existing architecture of the building needing to seamlessly mesh with the planned tower. The company needed to preserve the existing structure while ensuring that both the new addition and existing space could accommodate all of their wireless needs. For Hearst Corporation, it was imperative that their new headquarters, located in the heart of downtown Manhattan, have Wi-Fi as well as multiple wireless voice and data applications able to function simultaneously without downtime throughout the whole 856,000 square feet, regardless of the architectural challenges.

Additionally, Hearst had already chosen a Cisco Unified WLAN implementation for their Wi-Fi coverage, but also wanted a network that could handle the multiple cellular operators needed to enable the business to run smoothly. Hearst Corporation did not want multiple runs of cables and multitudes of ceiling antennas driving up manageability and cost. Corning MobileAccess’ Universal Wireless Network in conjunction with Cisco’s Unified Wireless LAN was the ideal solution.

#### Solution

To address the needs of Hearst Corporation, Corning MobileAccess’ Universal Wireless Network was chosen for the network architecture in both the existing and new space for several reasons. Principally, the universal architecture of the infrastructure guaranteed its compatibility with Cisco’s Unified Wireless LAN. Additionally, the architecture would only be laid once to accommodate Wi-Fi, voice and data services from multiple operators. No parallel cabling would mean less invasion in the existing landmark building, reduction in cost, ease of maintenance and simplicity in addition of new services.

| The Company   | Challenges   | Benefits  |
|---|--|---|
| <p>Hearst Corporation is one of the nation’s largest diversified media companies, spanning more than 300 magazines, 29 television stations and 15 daily newspapers as well as holding ownership in leading cable networks such as ESPN and A&amp;E.</p> | <ul style="list-style-type: none"> <li>■ Provide seamless coverage for Hearst’s Cisco Unified WLAN implementation</li> <li>■ Support multiple cellular services from various cellular operators</li> <li>■ Allow use of Smartphones, laptops and other wireless voice and data devices throughout the 856,000 square foot facility in New York City</li> </ul> | <ul style="list-style-type: none"> <li>■ Fewer AP’s on the ceiling and all active components kept in telecom closets maintain the aesthetics of the building</li> <li>■ “Anytime-anywhere” voice and data coverage inside the new 46-story “green” downtown Manhattan headquarters</li> <li>■ Supports multiple wireless services over a single infrastructure</li> </ul> |

One of the original design goals was to control costs and maintenance by eliminating the use of active controls in the ceiling. This was accomplished by deploying the Cisco Unified Wireless LAN solution over the 850 architecture. Once this was done, the Cisco access points were “clustered” together in secure, accessible, easily maintainable wiring closets, ensuring manageable, reliable uptime.

The deployment of Corning MobileAccess’ Universal Wireless Network not only allows the company to cost-effectively provide the wireless services necessary to stay competitive in the fast-paced communications marketplace, but it also highlights a new enterprise WLAN standard. While competing Distributed Antenna Systems (DAS) require parallel cable systems to support multiple service offerings, the Wire-It-Once architecture can simultaneously support cellular, voice, data and Wi-Fi services on a single hybrid fiber-cable infrastructure. This fact not only combined the architecture for the Cisco WLAN and other wireless services, but also future-proofed the network.

Corning MobileAccess’ Wire-It-Once technology allows WLAN, cellular and data services and provides a manageable, reliable, scalable network that makes wireless an indoor state of mind for all 46 stories of the new Hearst Tower.



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## About Corning MobileAccess

Corning MobileAccess is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company’s intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The Corning MobileAccess platform delivers business-quality performance, scalability, security and signal reliability to thousands of customers worldwide. For more information, visit [www.corning.com/mobileaccess](http://www.corning.com/mobileaccess).