



The CradlePoint MBR1000 instantly creates a Wi-Fi hotspot that any Wi-Fi enabled device can connect to—laptop, camera, PDA, etc. The MBR1000 connects devices to the Internet in two ways: via 3G mobile broadband using an EVDO or USB air card, providing high-speed web access virtually anywhere. Or it can also be plugged into a DSL or cable modem.

## Conference Organizer Saves Over \$10,000 Using CradlePoint Solution

MBR1000 Broadband Router Creates Wi-Fi Hot Spot  
to Bypass High Meeting Facility Fees

### SITUATION

Kevin Parmenter is the General Chair for the IEEE Applied Power and Electronics Exposition. He was in charge of securing facilities and services for the 2008 annual conference, which was held in Washington, D.C.

### CHALLENGE

Internet connectivity was required by the vendor to run the registration table for the conference. Their system accesses web records to speed check in for conference attendees. However, the hotel where the conference was being held wanted to charge Kevin \$10,000 for three days of Internet access. "I couldn't believe it," says Kevin. "First of all, \$10,000 is a lot of money for an organization like ours. Second, in today's world, Internet access is a utility—like electricity or water. Does a hotel charge you extra for plugging in a laptop? Or getting a drink from the drinking fountain? It doesn't make sense." Kevin asked the hotel to consider lowering their price. They declined.

## SOLUTION

"I was sharing my frustration with one of our IT people and he asked me if I had heard about CradlePoint solutions." Kevin explains. "I hadn't, so he explained a little bit about how they worked. Then I went on the CradlePoint web site and read up on them. I said to myself: 'Wow, this is perfect.'"

"Saving \$10,000 is always a good thing," Kevin laughs. "There is no way you can mess that up!" )))

Before buying a CradlePoint solution, Kevin went back to the hotel a final time: "I told them I had found an alternative solution, but if they could reduce their price to \$500, I'd use their service. They said the lowest they could go would be \$3,000. I said, 'no thanks.'"

Kevin ordered an MBR1000 Broadband Router from the CradlePoint website. "It showed up in a couple of days," Kevin recalls. "I took it to a Verizon store and told them what I was trying to do. They fixed me up with one of their USB Broadband Cellular Cards and Verizon 3G Broadband service. I went home to try it—plugged the card into the USB port of the [MBR1000 Broadband] router, followed the Quick Start Guide and in less than 10 minutes, I had [the MBR1000] set up. It was pretty easy."

The CradlePoint worked flawlessly at the conference. "It was amazing," Kevin exclaims. "We just turned it on and had our Wi-Fi hot spot. We stuck the MBR1000 behind the desk and it worked flawlessly throughout the show."

## BENEFITS

In addition to providing web access to the personnel manning the registration table, the MBR1000 came in handy for some pre-show sub-meetings. "The hotel wanted \$1,500 to turn on the Ethernet jacks in the breakout room." Kevin says. "Instead, we just fired up the MBR1000 and used it to create a hot spot for the attendees at those smaller sub-meetings. It worked great. In fact, one person told me: 'This is faster than my wired connection where I live in New Jersey!'"

- **Simple.** "I just followed the steps in the Quick Start Guide and everything worked like it was supposed to," Kevin recalls.
- **Flexible.** "We just put [the MBR1000] where ever we needed a Wi-Fi hot spot." Kevin says. "We didn't have to worry about finding Ethernet jacks or asking someone from the hotel to turn something on."
- **Money-saving.** "Saving \$10,000 is always a good thing," Kevin laughs. "There is no way you can mess that up!"
- **Reliable.** "We plugged [the MBR1000] in, turned it on and it worked flawlessly," Kevin says.

"We'll use the MBR1000 at next year's show and that will mean even more savings," Kevin explains. "With the two-year Verizon 3G Broadband service contract, the whole package cost less than \$500 total. I could have thrown the CradlePoint router in the dumpster after this year's show and bought a new one for next year's show and I'd still be way ahead!"