



The CradlePoint MBR1000 instantly creates a Wi-Fi hotspot that any Wi-Fi enabled device can connect to—laptop, camera, PDA, phones, etc. The MBR1000 connects devices to the Internet via 3G/4G mobile broadband networks using an EVDO or USB air card. The result is web and email access for Sideline Sports anywhere...anytime. Even in remote locations where no wired infrastructure is available. And it's much more cost-effective and flexible than satellite service.

## CradlePoint Routers Power Sports Photography Team's Road Operations

Sideline Sports Photography Gets 24/7 Web Access with CradlePoint MBR1000 Broadband Router and PHS300 Personal WiFi Hotspot...No Matter Where They Are.

### SITUATION

Sideline Sports Photography ([www.sidelinesportsphotography.com](http://www.sidelinesportsphotography.com)) is a sports, advertising and stock photo agency specializing in motorsports, equine and soccer imagery. Sideline's three staff photographers have over 57 combined years of professional photography experience, having covered twelve World Cups, six Olympic Games, over 600 international soccer matches and over 800 professional auto races. "I'm on the road 300+ days a year," says founder/owner Michael Stahlschmidt. What makes Sideline truly unique is its Sat TV/Internet mobile production truck and studio trailer. It's a digital photo viewing room and retail store all rolled into one. The trailer/truck rig features eight 20" customer viewing terminals, so customers can view their images minutes after capture. Products from poster prints to CD/DVD's are immediately purchasable and credit cards are accepted on site.

### CHALLENGE

Michael needed the ability to connect to the Internet from anywhere—race track, soccer sideline, even while driving down the road. His needs run the gamut...from uploading photos to his server to booking airline travel and hotel accommodations to

processing credit card transactions. The hit and miss nature of using Wi-Fi hotspots at tracks and events wasn't working. Satellite was too expensive and the signal was not strong in inclement weather and didn't work at all while the team was on the roll.

## SOLUTION

Michael was searching the Internet for solutions when he found [3GStore.com](http://3GStore.com). He saw the CradlePoint MBR1000 and it sounded like the perfect solution, but he wanted to make sure it would work with his all-Macintosh environment and that it would be stable enough. After being reassured by the sales staff at [3GStore.com](http://3GStore.com), Michael purchased the MBR1000.

“[The MBR1000] is as life-changing as the iPhone. We live, drive and survive with it.” )))

“The MBR1000 really makes a difference. It's as life changing as the iPhone. We couldn't do what we do without the CradlePoint,” says Michael.

The MBR1000 is installed in the truck and connects to the Internet via a Sierra 881 USB air card and ATT's 3G service. The trailer is connected to the MBR1000 via Ethernet cable. In the trailer, the Ethernet cable is plugged into a Mac wireless router that serves three computers. It supports all the viewing stations and online ordering in the trailer. In the truck, Michael uses the MBR1000's Wi-Fi hotspot to send email, make hotel reservations, confirm contracts, check weather, etc.

“In this day and age, not having 24/7 Internet access is just not acceptable. Everything we do depends on our ability to have high-speed web connections. For example, our clients—both editorial and race teams—require that the photos we've taken at a race be available on our online server within hours of the race's completion. We couldn't do that without the CradlePoint.” For sideline and pit action, Michael and his team share a PHS300 Personal WiFi Hotspot. “At a soccer game, our photo crew will take photos from the sidelines, and then at halftime, we'll pop the cards into our laptops, make selections and up to five or six of us will use the PHS300's hotspot to upload our photos to the online server,” reports Michael. “We genuinely live, drive and survive with [CradlePoint].”

## BENEFITS

- **Simple.** “[The MBR1000] is absolutely simple to use and the browser interface is fantastic,” Michael reports. “It's one of the reasons we chose the CradlePoint. Other routers we looked at had proprietary software you had to load and learn. We didn't want to go that route.”
- **Reliable.** “After ironing out some firmware update issues, we're happy with the stability of [the MBR1000],” reports Michael.”
- **Performance.** “When I've got four bars on ATT's 3G network, the MBR1000 is almost as fast as a DSL line,” says Michael. “We're getting about 2700Kb/s download and 1500Kb/s upload. You can watch YouTube movies in real time. In fact, if I connect my iPhone to the Internet through the CradlePoint using Wi-Fi, it's actually about 30% faster than using the 3G connection. Plus, my iPhone battery lasts about 60% longer because the iPhone Wi-Fi connection uses a lot less power.”
- **Affordable.** “The price point is really fair,” notes Michael. “When you consider the versatility, the ease of use, and how much money [the MBR1000] saves us just by not having to pay \$15.95 a night for high-speed Internet in a hotel room, it's a real simple decision.”

Michael sums up his experience with CradlePoint routers: “I think it's pretty amazing that all our laptops, iPhones, computers and servers are connecting through one little CradlePoint router. I even have a VOIP phone that I can use with the CradlePoint. I'll be on some rural highway where I don't have a voice signal but there's a data signal and I can make a call using my VOIP phone. I'm always in touch with the CradlePoint.”