

## DreamWorks Animation: High Tech Wireless for High Tech Animation Studio in 90 Days

### What is a DAS?

Mobile devices are redefining the way we work, play, and live. Technology has brought devices and applications that improve our productivity and our mobility. However, mobile service quality can be compromised indoors. That's because RF (radio frequency) signals have difficulty penetrating thick walls, metal structures, and energy-saving windows. In addition, new building codes often mandate a public-safety wireless system for first responders like fire department and police. The traditional approach has been to build two separate systems, but now building owners have the option of one combined DAS (distributed antenna system) that powers both public safety and commercial cell networks, leveraging shared infrastructure and lowering overall cost.

Massively successful films have propelled DreamWorks Animation's growth in recent years. To accommodate growth, the animated film leader planned an additional 200,000-square-foot campus with more advanced production and technology capabilities, and a staff that is expected to grow by a third. Cellular coverage was an important element of the new facility, and for this they went to **DAS Simplified** for help.

### The Challenge

The biggest challenge to the DreamWorks project was the accelerated three month construction schedule. Three months to plan, install, and test a state-of-the-art wireless system to accommodate commercial cellular inside the building for productivity and convenience.



© davidlenihan.com

## The Solution

W. Bradley Electric (WBE), the provider of DreamWorks' communications systems, did not have in-house expertise for DAS, but they knew that DAS Simplified could help them with this critical, fast-track project.

DAS Simplified engineering teams were brought in at project inception by WBE and asked to design a system with 100% guaranteed coverage, fully tested and functional within ninety days.

DAS Simplified began with a comprehensive, on-site survey performed by trained wireless technicians. Once initial design was complete, the production team in Seattle started on a custom, pre-manufactured set of products for the system, including pre-cut and labeled cable assemblies, a pre-built 'head-end' for the equipment, and pre-configured ceiling mounted antennas. All items were expertly assembled in a controlled, factory environment and packaged and labeled to be shipped to the job site, where WBE technicians completed the bulk of the install under the guidance of DAS Simplified project engineers.

One challenge the construction teams faced after substantial completion was that they were asked to make significant changes to designs after they had already been approved by a major carrier. This required DAS Simplified to go back to the construction site, re-verify signal loss and coverage throughout the building, and send this data to the engineering team who was able to turn around a modified design in a matter of days.

There were several last steps for the project as the installation was completed by DAS Simplified. First, they worked directly with cellular carriers for their final approval of the design- critical, because the signal that is rebroadcast in the building over the DAS is actually owned by the carriers. End-users face stiff fines by the FCC for unauthorized transmission.

For continuity and maximum uptime, DAS Simplified provided DreamWorks

with a UPS (uninterruptible power supply) to give 8+ hours of system operation in case of an outage, as well as automated, SNMP-based monitoring software with a link to DAS Simplified's NOC (network operations center). This helps ensure 24x7 operation and provides the necessary equipment status and alarms to meet public safety requirements.

Over 500 DreamWorks artists, writers, engineers and producers today roam the new Redwood City facility at all hours of the day, driven to create amazing effects and make the impossible possible in their films. For them, **the mobility provided by the system installed by DAS Simplified means they can create, talk, and collaborate on any device, anywhere in the building**, and focus on their strategy: producing great stories that are creatively driven and technologically state-of-the-art.

---

DreamWorks Animation DAS Simplified solution includes:

- AT&T
- Verizon
- Sprint
- T-Mobile

Warranty & Maintenance:

- One year warranty
  - Remote monitor and control
- 

