

New York Fashion Week Case Study

When the haute couture community gathers for New York Fashion Week, tweeting, texting, posting and live streaming are a key part of the stylish event. However, in the lead up to NYFW 2017, even making a simple phone call was nearly impossible in one of the event's venues, the steel and concrete structure at Skylight Clarkson Square. For IMG, the production company behind New York Fashion Week, this poor cell service was simply not acceptable.

The Challenge

In the build up to NYFW, IMG needed to be able to make phone calls and send emails from nearly every corner of Skylight Clarkson Square. Additionally, once the event started, patrons needed to be able to text, instagram and tweet. Unfortunately, the building's materials made the necessary connectivity impossible.

"At the beginning of January we did some pre-construction in here and I didn't have cell reception in a lot of corners of the building," said Dominic Kaffka, vice president of creative and production at IMG. "I couldn't take calls; I couldn't send emails."

IMG contacted WilsonPro reseller Steve Klingensmith of RCS Wireless in search of a carrier-agnostic indoor service solution.

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The Solution

Immediately, Klingensmith knew a product like the WilsonPro 4000R could help IMG with indoor cellular service. The cost- and time-effective cell phone signal booster can be installed quickly and is easy to integrate into an existing communications infrastructure.

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Klingensmith explained that WilsonPro products are so attractive to large venues because they are a cost-effective solution that works. The RCS wireless dealer also explained that the commercial amplifiers from Wilson boast technology that help them perform better than any other cellular booster.

"WilsonPro just has the best technology on the market for cellular amplifiers," Klingensmith said, "You have the automatic gain control on the 4000R where the amplifier will never actually shut off."

It's designed so that when it is receiving a really strong signal it will continually lower the gain."

The Results

Good voice and data were not only important for the operations of the event but for the attendee experience as well.

"We want people at the shows to take pictures and post them on social media," said Jim O'Donnell, IT events manager at IMG. "We are a company that loves social media. In the past we haven't been able to do that because Wi-Fi and cell signal have been spotty, so that's why we wanted to boost the cell signal."

With the WilsonPro 4000R installed, both IMG employees and patrons could connect seamlessly, facilitating conference calls for organizers and all important social media posts for guests.

