



DIFFERENT BY DESIGN™

180 West  
Madison

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wireless  
connectivity

## CASE STUDY: 180 WEST MADISON

# Premier Chicago Office Building Connects Tenants

### OVERVIEW

## Exclusive Amenities Deliver Tenant Satisfaction

A “Building with Standing” is prominently featured on the website of Chicago’s thriving office complex at 181 W Madison. This one-million-square-foot building offers much more to its tenants than just a prestigious and convenient location. Every day, employees can enjoy a host of outstanding amenities, from a state-of-the-art wellness center and organic fruit delivery to “Lunch and Learns,” dry cleaning services-and now powerful wireless connectivity thanks to the JMA DAS (distributed antenna system) from global wireless innovator, JMA Wireless.

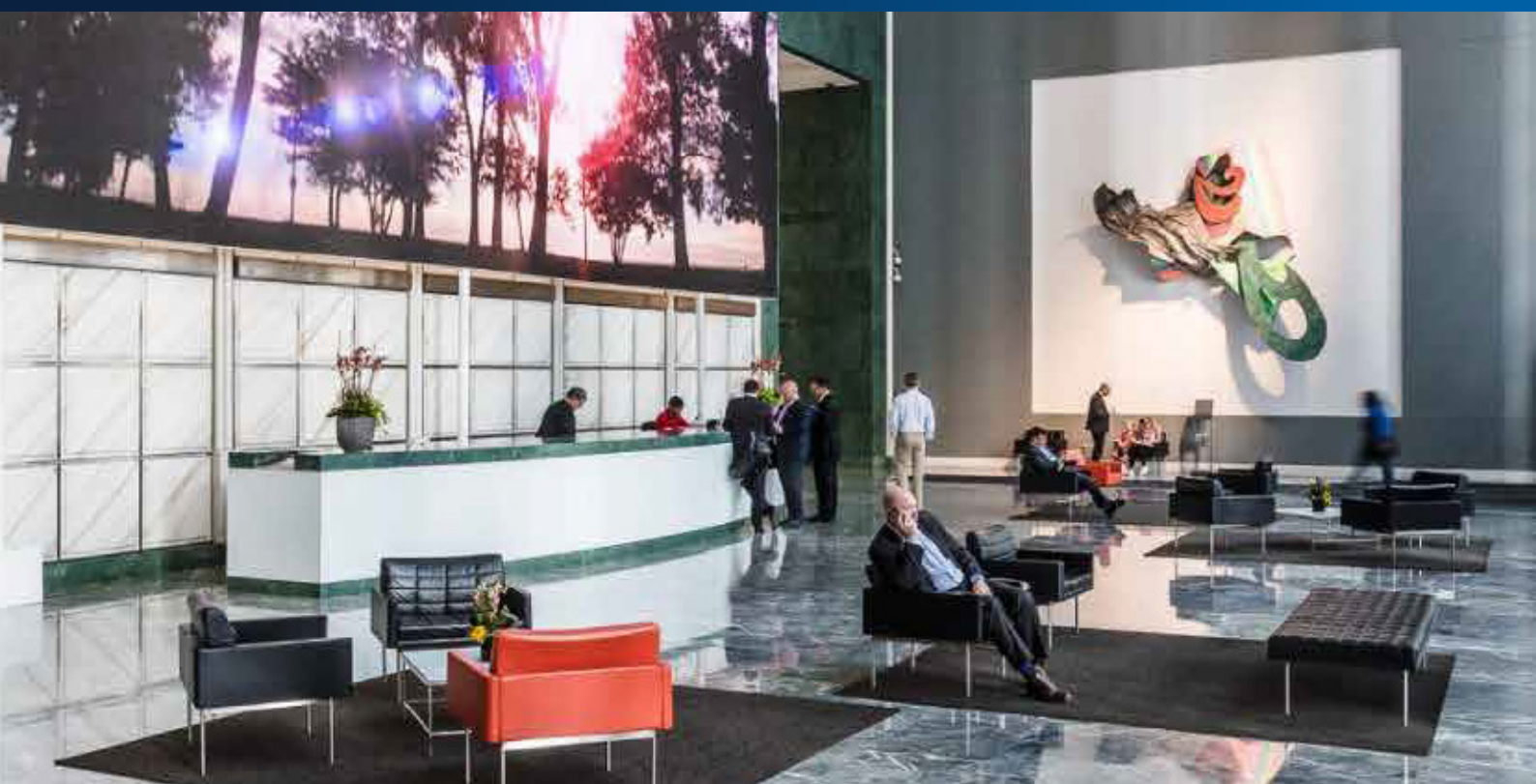
Industry-leading wireless systems integrator, Connectivity Wireless, in partnership with Simplifi Wireless Group, the owner and

operator of the system, chose JMA Wireless for 181 W. Madison because of their best-in-class wireless offerings. They knew that solutions from JMA Wireless would not only meet the needs of today’s tenants but address future demands of 5G, too. that has been deployed around the globe.

### SITUATION

## Delivering Connectivity and LEED Gold Certification

In today’s commercial real estate market, location may still be king for attracting long-term tenants, but in-building wireless connectivity is not far behind. Seventy-seven percent of tenants say they would sign a longer lease with an office complex offering superior wireless connectivity infrastructure. Today’s challenging work environment thrives on high-speed access for mobile



**Increase**  
guest satisfaction



**Seamless**  
Mobile connectivity



**Streamlined**  
business operations

“**Tenant satisfaction has been and always will be MBRE’s primary goal. By partnering with Connectivity Wireless to provide cellular service as an amenity to our visitors, we are able to uphold this value with the utmost confidence in the quality of the solution.”**

**KRYSTAL KURINSKY, SENIOR VP/GENERAL MANAGER**  
**181 WEST MADISON**

employees and devices. The property managers for the 181 W. Madison building knew they needed to deploy a wireless system that could offer robust connectivity to stay competitive.

At 181 W. Madison, there are 50 floors of LEED (Leadership in Energy and Environmental Design) Gold-certified-efficient space, which also means 50 floors of barriers to cellular signals. A LEED certified building provides energy efficiencies thanks to the Low-E (low emissivity) glass installed. But Low-E glass also acts as a barrier to cellular signals entering and leaving the office, making in-building wireless communication unreliable. This issue frustrates tenants and disrupts their busy schedules.

Densification is another issue that had to be overcome. Cellular operators define this term as a dense area of mobile subscribers with a high demand for cellular connectivity. With 50 floors of employees and visitors every day, this was a key concern that could only be managed with an in-building wireless system.

Another challenge for the deployment of the in-building wireless system was the need for cellular equipment to run on standalone power, requested by the property management company, MB Real Estate. Therefore, the JMA Wireless TEKO remote units had to be powered and backed up separately.

Lastly, since thousands of people inhabit 181 W. Madison every day, it was difficult to deploy the wireless system during office hours. The installation team had to work at night to avoid disturbing building and tenant activity.

## **SOLUTION**

### **Unique Solutions Deliver the Promise**

The Aarhus deployment with its four residential zones known as Frederick’s Place, To meet in-building wireless communications at 181 W. Madison, Connectivity Wireless

chose two solutions from JMA Wireless. The industry-leading JMA DAS was deployed in a head-end room on the 50th floor of the commercial office building. It fit easily in the limited space because the footprint of the JMA DAS is 30 to 70 percent less than the competition. The system serves four sectors and currently supports coverage of 700, 1900, and 2100; it can easily expand to support 850, 2300 and 2500. To accomplish the requested spectrum coverage, 17 20-watt remote units were deployed throughout the building. Together, the JMA DAS master unit and remote units offer one of the smallest footprints in the industry.

Since the DAS and the remote units could not be powered on the existing electrical system, the FUZETM platform from JMA Wireless was also installed. FUZE's Digital Electricity™ feature was used to operate the equipment up to 6,000 feet away from the main power source. With Digital Electricity, there is no need for conduit or other electrical power requirements, helping to streamline the deployment process even further. Even though the wireless system could only be deployed at night, installation took less than three months from start to finish.

## RESULT

### JMA Wireless Matches Ownership's Vision

Though 181 W. Madison first opened in 1990, it's keeping pace with the city's newer commercial real estate due in part to its outstanding amenities, including the robust in-building wireless coverage provided by JMA Wireless' TEKO OAS. The building currently boasts a 92 percent occupancy rate, and phase two of the wireless infrastructure project will only solidify its position as the leading commercial office space in the downtown Chicago market. Even better, **the JMA DAS is future-proof, ready to support 5G and the exciting new applications that lie ahead.**



We chose JMA Wireless because they are a good partner, and their solutions met the requirements of the project. The deployed JMA DAS offers a path forward to support 5G via upgrading, and thus will not need to be 'ripped and replaced' to support new technology services."

GLENN BAXLEY, VICE PRESIDENT  
CONNECTIVITY WIRELESS

## About JMA Wireless

JMA Wireless is the leading global innovator in mobile wireless connectivity solutions that ensure infrastructure reliability, streamline service operations, and maximize wireless performance. Employing powerful, patented innovations their solutions portfolio is proven to lower the cost of operations while ensuring lifetime quality levels in equipment and unrivaled performance for coverage and high-speed mobile data.

JMA Wireless solutions cover macro infrastructure, outdoor and indoor distributed antenna systems and small cell solutions. JMA Wireless corporate headquarters are located in Liverpool, NY, with manufacturing, R&D, and sales operations in over 20 locations worldwide.

**FOR MORE INFORMATION:**  
[jmawireless.com](http://jmawireless.com)

## Connectivity Wireless Solutions

Connectivity Wireless is an industry-leading in-building wireless systems integrator. With more than 300 years of combined RF industry experience, and one of the first companies to break into the DAS industry, they have provided thousands of unique solutions to meet the wireless needs of venues and facilities since 2008. Having integrated systems across virtually every industry, Connectivity takes pride in matching each customer with exactly the right technology to ensure that it's in-building wireless needs are met.

**FOR MORE INFORMATION:**  
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## Simplifi Wireless Group

Simplifi Wireless Group is a next-generation neutral-host DAS provider with a foundation based on utilizing industry expertise to deliver wireless solution that meet the needs of both property owners and wireless carriers. Simplifi is a leading provider of cellular and converged network solutions to commercial property owners throughout the U.S. In partnership with its sister company, Connectivity Wireless Solutions, Simplifi offers the best value to wireless carriers in the marketplace today along with advanced, scalable wireless solutions to support building owners who understand the importance of creating the best-possible wireless experience for their tenants.

**FOR MORE INFORMATION:**  
[simplifiwg.com](http://simplifiwg.com)

