

## CASE STUDY



### Chelsea Piers Deploys Over 300 IP Communication Devices Across Its 28-Acre Waterfront Sports Village

#### Summary

- Chelsea Piers wanted to upgrade its communication capabilities throughout its waterfront sports village.
- TeleDynamics recommended the PoLRE long-reach PoE switch to leverage the customer's existing network infrastructure.
- Chelsea Piers deployed over 300 IP communication devices overnight without high costs, complexity, or business disruption.

The Chelsea Piers Sports & Entertainment Complex is a 28-acre waterfront sports village located between 17th and 23rd Streets along Manhattan's Hudson River. The major public recreation center offers sports amenities, event spaces, youth programs, competitive leagues, childcare, and much more.

#### Problem

Chelsea Piers wanted to upgrade its outdated communication system with a cloud-based IP PBX telephony solution. However, network readiness requirements threatened the project with high costs, extended timelines, and physical limitations caused by the 330ft (100m) reach of standard switches. Chelsea Piers needed to deliver PoE over its existing single-pair UTP cabling to IP devices across the vast 28-acre sports village with minimal downtime.

## Solution

Given the customer's digital transformation obstacles, the reseller partner, TeleDynamics, recommended NVT Phybridge and its long reach Power over Ethernet technologies. TeleDynamics had used NVT Phybridge products in the past and recommended the PoLRE line of products. The NVT Phybridge 24 and 48-port PoLRE PoE switches deliver fast Ethernet and PoE over single-pair UTP cabling with up to 1,200ft (365m) reach – four-times farther than standard switches.

TeleDynamics helped Chelsea Piers organize a no-cost, no-obligation proof-of-concept to test the technology in its environment. After a few simple setup steps, the PoLRE switch transformed the customer's existing infrastructure into a robust and reliable PoE backbone for the new IP communication devices.

## Result

TeleDynamics used NVT Phybridge PoLRE PoE switches to support the deployment of more than 300 new IP communication devices across the 28-acre sports village. "Everything went smoothly, from the early planning stages to the activation of nearly 300 devices," said Stuart Sheinbaum, Director of Communications at Chelsea Piers. "The NVT Phybridge switch was instrumental in ensuring this massive project was a success. When we consider the sheer physical size of the environment of four city blocks and over 500,000 square feet, there was a real potential for error and complexity. The PoLRE switch helped us complete the massive cutover in just one night, flawlessly deploying over 300 devices with everything up and running the next business morning!"

TeleDynamics allowed Chelsea Piers to leverage its existing network infrastructure to avoid the risk, high costs, and complexity of re-cabling. "If we were to re-cable, we would have needed to build out several IDF closets per pier, with fiber uplinks between them and switching capacity/throughput for each," said Stuart Sheinbaum. "The ability to use our existing CAT3 cabling throughout our widespread facility was a key determining factor in moving forward with the NVT Phybridge PoLRE switch. Re-cabling all our different locations with CAT6 cable would have been a monumental and prohibitively expensive task. The PoLRE switch was our golden opportunity to seamlessly upgrade our communication systems to a state-of-the-art system at a reasonable cost."

"Working with the NVT Phybridge team was a breeze," said Rolando Giz, Director of Sales, Service, and Implementation at TeleDynamics. "Their teams worked hard to get us competitive pricing in a timely manner. They also got us a demo unit which helped provide proof-of-concept to the end user. The NVT Phybridge team met very aggressive timelines while dealing with historic supply chain issues. I look forward to our next project with NVT Phybridge."

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## NVT Phybridge Power over Ethernet Switches and Extenders

### Enable IP Cameras, IP Phones, or Any IEEE-Compliant Device



**PoLRE:** Single-Pair UTP up to 1,200ft (365m)



**FLEX:** Multi-Pair UTP up to 2,000ft (610m)



**CLEER:** Coax up to 6,000ft (1,830m)

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