

# Sheraton Dallas Hotel

## Largest Hotel in Texas Installs NextLAN Systems, Widens Competitive Edge

**NextLAN**<sup>®</sup>  
LEVITON<sup>®</sup> SUPERIOR ESSEX<sup>®</sup>



It should come as no surprise that when Texans decide to go “all out,” they do it - BIG.

Naturally, when DMH Technologies ([dmhtechnologies.net](http://dmhtechnologies.net)) was hired to overhaul the communications infrastructure of the biggest hotel in the state, the Sheraton Dallas Hotel, NextLAN Systems was chosen to get the job done. Installed throughout the massive hotel complex were a combination of copper and optical fiber networks from NextLAN Systems, a suite of high performance cabling products co-engineered by Superior Essex and Leviton.

The now completed Sheraton technology face-lift, part of an overall \$90 million renovation project, has helped the hotel widen its competitive edge by creating a significantly enhanced communications channel and key selling point for conference meeting planners.

**performance without compromise**

Nestled in the downtown Arts and Financial districts, the Sheraton Dallas Hotel complex spans roughly the breadth of a city block. It boasts nearly 2,000 guest rooms and 70 meeting rooms, with the largest accommodating 5,000 reception guests.

While the size of the hotel, accommodations, and proximity to major venues easily attracted conferences and meeting requests of varying sizes, slow data speeds and dropped connections were drawbacks for large conventions that required access to high-speed communication networks or multiple access points within the same meeting space.



(Clockwise from top) Seminar Theater, Lonestar Ballroom and Executive Boardroom at Sheraton Dallas

It was time for the Sheraton to make a change. And with the help of DMH Technologies (Dallas, Texas), the hotel would execute a forward thinking technology vision.

Business Partners Tom Mello and Dante Heredia head up DMH Technologies, which has been in business for more than 10 years. The team is known for providing expert communications design and installation solutions that range from traditional telephony to converged networks for customers in Texas, Oklahoma, and Louisiana.

To better meet hotel and conference guests' needs, the plug would be pulled on the hotel's CAT 3 network and DSL environment. A CAT 6 network with Gigabit Ethernet switches and a 100 Mbps Internet circuit would replace the outdated setup.

Roughly 50 wireless access points would be added in all common areas and more than 160 new CAT 6 hardwired drops throughout the complex. The number of IDFs (Intermediate Distribution Frames) would be increased to seven.

## THE SOLUTION

"We've been working with NextLAN products for years," said Heredia. "The quality of the components, the ease of use to install them, and neat appearance of the racks and cables make NextLAN the obvious choice for an installation such as this."

NextLAN Systems are developed and manufactured by one of the most technically experienced cabling collaborations in the world, Superior Essex and Leviton.

The companies' design alliance calls for the best connectivity and communications cable engineers to work together to design product solutions. In addition to passing rigorous in-house testing parameters that ensure performance in the field, these category-rated solutions are selected for independent verification by ETL (Intertek). This extra step ensures that no matter when or where NextLAN products are purchased, all will perform as expected.

Leviton and Superior Essex are so confident that these solutions will meet and often exceed the most demanding real-world environments that qualifying installers can offer a lifetime warranty on certified horizontal and backbone systems. Finally, the lifetime warranty comes with a single point of contact and comprehensive coverage for parts, labor, and applications.

By agreeing that NextLAN copper and optical fiber cabling systems were the best choice to upgrade the hotel's data applications, the Sheraton has gained a robust communications channel.

The Sheraton's entire free-standing conference center — with more than 230,000 square feet of ballrooms, boardrooms, and entertainment suites — has been rewired with NextLAN CAT 6 and more than 200 new Internet access drops added. Now no meeting space is without multiple Ethernet access points, including wireless connections.

The Series 77 cable chosen for the conference center improvement is a key component for one NextLAN's many CAT 6 cabling systems. The cable, designed and manufactured by Superior Essex, meets all ANSI/TIA-568-C.2 specifications out to 250 MHz and offers features such as QuickCount®, BrakeBox® payout control system, and the ColorTip™ circuit identification system that makes it easy to use, saves on installation time and expense, and ensures product quality during the installation.



Guests can connect to the Internet via on-site terminals or wireless broadband at the Link@Sheraton Internet Lounge.

Leviton connectivity solutions terminate the cable in the public spaces and the telecom closets. eXtreme® 6+ CAT 6 connectors, with patented Retention Force Technology to protect tines and a gas tight connection to prevent corrosion, are installed at all the new Ethernet and Internet access points. The component-rated panels offer six-port RJ-45 modules in front, and standard 110-style punchdowns on the back. They are also independently tested and verified by Intertek (ETL) to meet all ANSI/TIA CAT 6 performance requirements.

A new communications closet was added at the conference center that is a “must see” for all potential meeting planners. Customers with specialized data needs now can bring in their own switches and equipment to temporarily expand the hotel's network and establish a private, secure, on-site data network.

“A lot of these groups travel and need to be able to implement small offices inside the hotel, using their own systems,” explained Heredia. “When they see the rack system and cables, and how easily they can connect their own systems, there's a wow factor and an immediate selling point.”

To enhance the hotel's aesthetics as well as functionality, 80 electronic meeting room signs, including several 42" digital touchscreens, were installed in the common areas. Data for the new electronic signage, used for digital wayfinding for on-site venues and interactivity, is delivered via a NextLAN CAT 5e cabling solution.



Superior Essex Marathon LAN® (CAT 5e) cable and Leviton GigaMax® CAT 5e 110-style patch panels were installed to handle the data for the electronic signage application. Both products meet all ANSI/TIA-568-C.2 specifications out to 100 MHz and offers other features such as QuickCount, WideMouth payout design, and included rear cable management that make it easier to install and manage. By opting for Marathon LAN cable, the Sheraton will have ample bandwidth to power the new signage without interruption and expand it in the future.

Mello pointed out that the technology upgrade has paved the way for the hotel to convert dead space into a trendy new Internet Lounge (Link@Sheraton), where guests can connect to the Internet via on-site terminals or wireless broadband. Further, now all common areas of the hotel are Internet accessible thanks to the newly installed wireless access points.

Finally, to facilitate connecting the IDFs between buildings, DMH selected a Superior Essex indoor/outdoor optical fiber cable. The cable choice made the installation easier, faster, and more cost effective than transitioning between separate indoor and outdoor optical fiber cables. The connections terminate in the MDF (main distribution facility) at Leviton Opt-X® 500 and Opt-X 1000 enclosures, fitted with Opt-X SC adapter plates.

## THE RESULTS

With the project now completed, virtually every area of the hotel is connected by NextLAN with notable results.

In addition to modernizing the hotel and offering all the bells and whistles to satisfy any Internet junkie or demanding convention attendee, the enhancements accomplish the goal of eliminating down time. Guests now have ample headroom for data exchange and flexibility to bring in private equipment to establish independent data networks on-site.



# HIGH PERFORMANCE CABLING SYSTEMS



Superior Essex is one of the largest manufacturers of communications cable products in the world, and a market leader in datacom copper and optical fiber cables. With more than 50 years of experience in telecommunications cable design and production, Superior Essex Communications has built a reputation for delivering products that lead the market in terms of technology and quality. From Outside Plant (OSP) to in-building LANs, Superior Essex cables carry the voice and data traffic for the largest telecommunications service providers in the world as well as many of the leading enterprises throughout North America. Visit [SuperiorEssex.com/Comm](http://SuperiorEssex.com/Comm) to learn more.

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Leviton Network Solutions is part of Leviton Manufacturing, Inc., a 100-year-old company offering more than 25,000 products and devices for homes, businesses and industries. Today, the division is dedicated to producing network infrastructure systems for the enterprise, data center, government, health care, education, and residential markets. Copper, fiber and power solutions include structured cabling systems, enclosures, PDUs and much more. All Leviton products are engineered to exacting standards and offer guaranteed performance. For more information, visit [Leviton.com](http://Leviton.com).

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