



## wildflower studios

### New York TV and Film Production Facility

#### **The Challenge**

New construction high-performance production facility had poor cellular connectivity due to concrete, steel and high-efficiency glass materials.

#### **The Solution**

**Powerful Signal's** expert technicians and professional installation teams were able to be on site and completed the project in two phases within a two month time frame, on budget, and ahead of schedule.

#### **The Results**

Full and consistent coverage excluding the production stages as designed. Clientèle and production staff are able to conduct calls and data downloads as needed with speed and ease.

# The Challenge

**Wildflower Studios**, reportedly the world's first-ever vertical film studio and production soundstage located in Queens, New York, had a problem: The new construction of concrete, steel and high-efficiency glass was not allowing adequate cell signal inside the building. This caused frustration for clientele and staff, prompting management to find an immediate need to solve the issue to provide the level of service they wanted.

Wildflower Studios' indoor area includes nearly **760,000 square feet** including 11 state-of-the-art, combinable soundstages and dynamic spaces for collaboration, connection, and world-class services. Fixing the weak-to-nonexistent indoor cell signal would require knowledgeable, capable, and experienced cell signal system professionals.

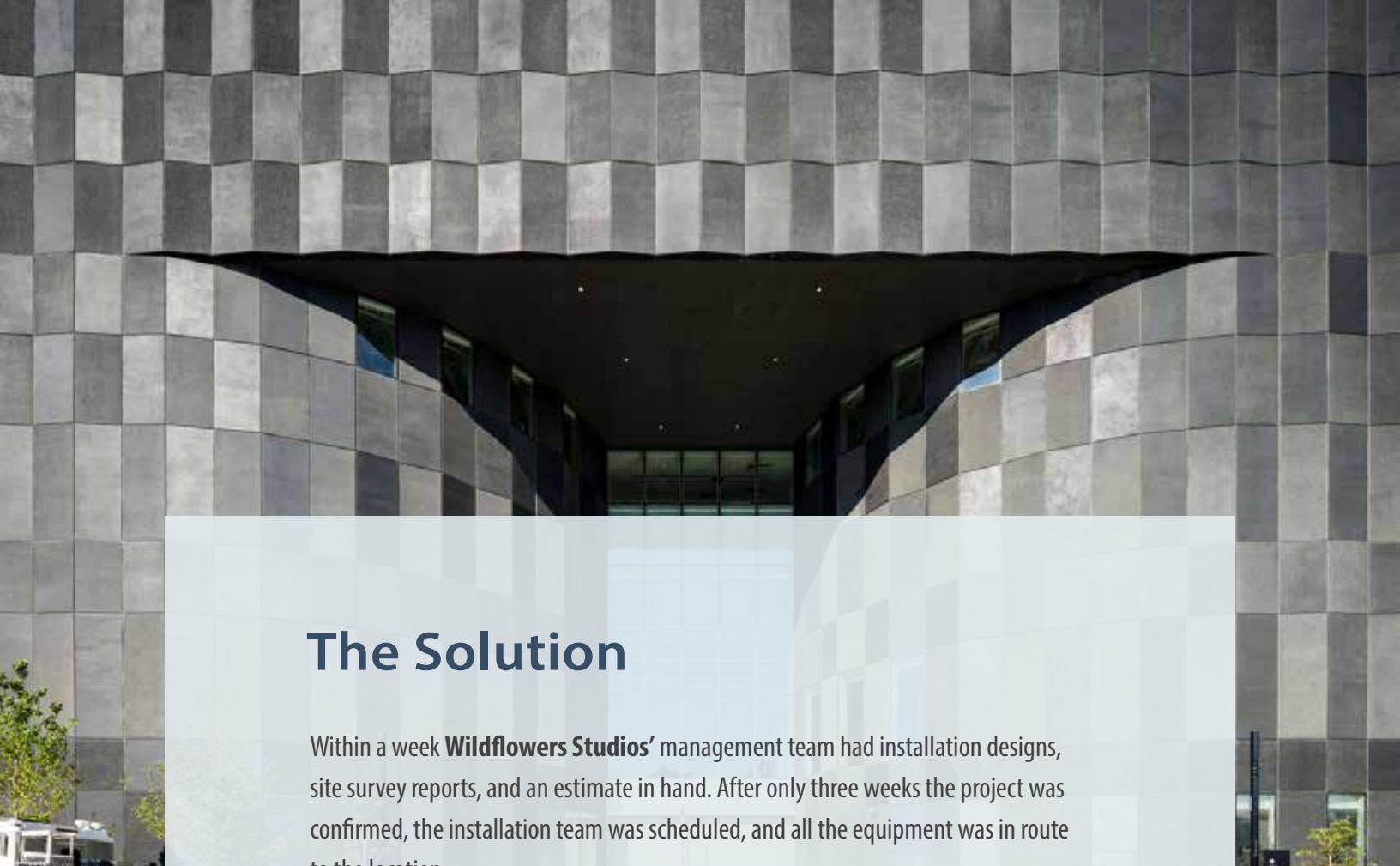
Prior to contacting **Powerful Signal**, studio management was struggling with sensitive timelines and budget busting estimates from other integrators. Studio representatives reached out to Powerful Signal with a quick exploratory phone call and received answers to their urgent questions and concerns. A follow up call was scheduled a few days later with other members of the team, and Powerful Signal was selected for the project.



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*Danish architect Bjarke Ingels, Brutalist-inspired exterior features 145 ft tall walls with precast concrete panels, set at angles creating an animated effect on the walls as the angle of the sun changes throughout the day.*

– Danish architect  
Bjarke Ingels Group (BIG)



## The Solution

Within a week **Wildflowers Studios'** management team had installation designs, site survey reports, and an estimate in hand. After only three weeks the project was confirmed, the installation team was scheduled, and all the equipment was in route to the location.

Powerful Signal's professional on-site and in-house technicians quickly evaluated the signal readings, link budgets, and hybrid equipment options and prepared a proposal that met the studio's needs and fit their budget. Powerful Signal also provided a fast and efficient installation timeline that met the client's targeted deadline.

Because of their industry experience, reputation, technical expertise, vendor relationships, and commissioning prowess, the studio's representatives felt confident that **Powerful Signal** could deliver in the time frame and with the quality promised.

Upon completion and the successful roll-out of Phase 1, the studio quickly committed to the Phase 2 portion of the project completed just weeks later.



# Project Workflow

## 01

Nextivity's QUATRA 4000 product is a carrier agnostic, active DAS hybrid that uses off-air technology. Nextivity's

patented IntelliBoost technology, unconditionally network safe guarantee, and smart technology rivals much more expensive legacy DAS systems. This allowed Powerful Signal to specifically address the challenges of poor voice quality, dropped calls, and dead zones for Verizon, AT&T, and T-Mobile, providing a coverage footprint up to 3x larger than traditional wideband repeaters.

### Project Plan

**Powerful Signal** deployed Nextivity's scalable CEL-FI QUATRA 4000c hybrid active DAS throughout the building, paired with our Top Signal commercial grade antennas, connectors, splitters, and couplers.



### Installation

To meet the tight time frame and stay within the budget requirements, Powerful Signal worked with their top installation partners in the New York area and deployed professional teams to survey the buildings and install the equipment. Their in-house team was also available and on-call 8 a.m.–10 p.m. Monday through Friday and 9 a.m.–5 p.m. on Saturdays and Sundays during the entire project to ensure that all questions from the client and our installation partners were answered and all concerns were addressed promptly and effectively.

### Results

With the combined help of their professional technicians and efficient and knowledgeable installation partners, as well as using the highest-quality components available in the industry, Powerful Signal completed the project on time and within budget.

The post-installation site surveys showed a significant improvement in cellular reception throughout the building, excluding the areas of the 11 soundstages where clients prefer not to receive calls during production.



# Our Commitment

## 02

Our process involves the application of an array of cellular system engineering principles that take into account the existing cellular signal strength being received from the carriers' towers, the structural composition of the building, the proposed area to be covered, and the lengths and subsequent signal loss associated with the various cable runs. Powerful Signal used **2 Network Units (NUs)**, **19 Coverage Units (CUs)**, **2 Fiber Hubs**, **16,500 ft of CAT6** and **1 1/2-inch Plenum cabling**, and **90 EDGE Antennas** to deliver uniform coverage to all required areas of the building.

*Powerful Signal has been providing world-class customer service since 2007. Our residential, commercial, and public-sector customers keep returning to us for cellular solutions for new buildings and upgrades to existing installations.*

*We'll ask the right questions so that we understand both your signal problem and your property's unique features. We'll offer the right solutions that will fix your problem at the best possible price. And we will never sell you a less-effective solution just so we'll make more money.*

*We want you to feel confident that you invested in the best possible solution at the right price, that you'll want to recommend us to your contacts and associates, and that you'll come back to us when you have additional projects—whether that's another cell signal system next month or an upgraded system ten years from now.*

— Chad Steglich  
CEO/Owner  
Powerful Signal, LLC



# Lifetime Professional Support

**Powerful Signal** has been providing cell signal booster solutions since 2007.

We offer extensive experience in product selection and system design, nationwide installation, multi-site rollout, and post-project support.

We maintain the system design records for all our customers. When a carrier tower changes, a building expands, or floor plans are modified, Powerful Signal can review your previous design plans and determine what changes need to be made to your system. You might forget what we installed, but we won't.



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## Powerful Signal

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