

The Martin Agency, a leading advertising agency, deployed a LightPointe Free Space Optics wireless bridge to connect their buildings in an historic district of Richmond, Virginia

About The Martin Agency

Since its founding in 1965, The Martin Agency has risen to one of the top five advertising agencies in the United States and was named "U.S. Agency of the Year" by *Adweek Magazine*. Its clients include such iconic brands as Experian, Exxon Mobil, GEICO, Moen, LG, Norwegian Cruise Lines, and the American Cancer Society. The agency is known for its creativity and commitment to client satisfaction.

The Challenge facing The Martin Agency

The Martin Agency's headquarters is in Richmond, Virginia, in a two-story building in the heart of the historic district. The agency also leases three floors of office space in a twenty-two story high rise building nearby, and needed a method of communicating between buildings. This included typical electronic communications such as email, in addition to transfer of large design files required to support their clients and facilitate employee collaboration. Traditional leased lines from a local carrier were a recurring expense. The Martin Agency evaluated alternatives, including placing their own fiber lines between buildings, which was deemed too expensive and would have required a high degree of regulatory approval from the city, since the buildings are located in a sensitive area where aesthetics and protection of infrastructure are important. The Martin Agency was faced with either continuing to pay exorbitant monthly fees for leased lines, or apply for expensive permits and trenching of streets between buildings, or go with wireless technology. The agency decided that the clear choice was to evaluate wireless technology options and installation firms. After careful consideration of wireless resellers and integrators in the area, The Martin Agency selected NDEC Corporation (www.ndec.biz).

The LightPointe solution

NDEC evaluated available wireless bridge solutions for recommendation and deployment for The Martin Agency, including various brands of point-to-point radios (and their respective frequency bands utilized) and Free Space Optics bridges. NDEC's final recommendation was LightPointe's top of the line Free Space Optics bridge, which transmits and receives simultaneously using eight laser beams, for a total aggregated link capacity of 2000 Mbps. The AireBridge LX is the latest version of this advanced wireless bridge. The Martin Agency obtained the benefits of: (1) Gigabit capacity, (2) fast and low cost installation, (3) affordable initial hardware costs, (4) no recurring monthly operating fees, (5) extremely high reliability/availability up to 99.999%, (6) system immunity from nearby radio frequency transmissions and congestion both at the time of installation and for 'future proof' protection and (7) the highest signal and cyber security possible, to protect The Martin Agency's computers and data from eavesdropping and viruses, which is particularly important due to the design work their employees conduct, and millions of dollars in advertising contracts on the line.



“The system has been up and running since 2010. In those four years The Martin Agency has been extremely pleased with the performance, reliability and their savings each month over the cost of leased lines.”

Rowland George
Vice President of Sales & Operations
NDEC Corporation

Benefits:

Key advantages of LightPointe's Free Space Optics wireless bridge for The Martin Agency:

- Fast and clean installation (less than three weeks from order to operation)
- No frequency/regulatory licensing costs or delays
- A total of 2000 Mbps of aggregated link capacity
- Gigabit throughput and low latency for near-instant communications between buildings
- Superior security of optical transmission provides increased protection to The Martin Agency from data eavesdropping and cyber attacks on the company's computer systems
- Advanced Free Space Optics/laser technology with exclusive LightPointe auto-tracking performance
- Each side of the link transmits 4 laser beams and receives 4 laser beams simultaneously, for the ultimate in data transmission reliability (8 beams in total)
- Low cost/high ROI, especially when compared to GigE/GbE RF alternatives and fiber-optics

Industry:

Advertising, PR, and Marketing

Solution:

LightPointe Free Space Optics technology. The latest version of this advanced wireless bridge is AireBridge LX.

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