

ActivReach Switches

Extend Ethernet Reach over any Wiring



LAN Challenges

Many hotels and resorts were built before the Internet era and as a result they only have voice-grade wiring (2-pair CAT3 or legacy copper). In order to deploy Ethernet access throughout the building to support in-room Internet access, Voice over IP (VoIP), Wi-Fi®, digital signage or IP surveillance technologies, it is typically necessary to upgrade to CAT5e/CAT6 wiring. Each new Ethernet drop can cost anywhere from \$150 to \$500 making re-wiring the hotel to provide ubiquitous access a very costly proposition.

In addition, Ethernet's standard reach is only 328 feet (100 meters) over four-wire CAT5 which can limit the locations that Ethernet can be deployed even with new wiring.

As business owners and franchisees look to invest in next-generation hospitality technologies, they need to ask key questions such as:

- Does the existing cabling infrastructure support planned VoIP or Wi-Fi upgrades?
- What are the costs to upgrade to CAT5 (Ethernet grade) cabling? Is the cost to upgrade cabling putting these projects in jeopardy?
- Are there any endpoints such as IP cameras or Wi-Fi Access Points (APs) that need cable runs longer than 100 meters? Do they require running fiber or additional switches acting as repeaters?
- How do we power remote devices like cameras and Wi-Fi AP, which are often installed on ceilings where access to power is challenging?
- How do we deliver voice and data connectivity in older buildings?

ADTRAN's innovative portfolio of ActivReach Ethernet switches enables hotels and resorts to deploy a high performance LAN infrastructure utilizing existing cabling to support technology upgrades and extends reach and power distribution to enable complete coverage throughout hotels and resorts.

ActivReach

ADTRAN's ActivReach breaks down existing cabling and distance constraints, and extends the reach of Ethernet across all grades of cabling and at extended distances (up to 1,600 ft). With ActivReach, hotels and resorts can:

- Upgrade their properties with VoIP, Digital signage, or self-service kiosks utilizing existing CAT3 or legacy copper wiring
- Extend Power over Ethernet (PoE) and connectivity to audio-visual equipment or IP cameras in convention centers or lobbies up to 1,600 ft (488 meters) without the need for fiber, repeaters or additional switch infrastructure
- Deliver voice, data, video and PoE in historic buildings over existing in-building wiring avoiding cost and time delays of new CAT5 wiring installation

Now hotels, resorts and convention centers can confidently deploy cutting-edge Ethernet applications and services, without worrying about the cabling infrastructure.



Key Features

- Supports up to 100 Mbps Ethernet connectivity utilizing 4-pair, 2-pair, or even a single twisted-pair of CAT3, or legacy voice-grade copper
- Extends Ethernet reach up to 1,600 feet (488 meters) across all grades of cabling
- Delivers PoE and up to 100 Mbps connectivity to devices, such as IP phones, digital signs, APs or IP security cameras
- Maximizes Return on Investment (ROI) by delivering standards-based Ethernet connectivity over ActivReach and provides a seamless upgrade path to Gigabit Ethernet

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ActivReach Switches

Extend Ethernet Reach over any Wiring

Deploy VoIP over 2-pair wiring

For hotels migrating to VoIP or Hosted voice services, ADTRAN's ActivReach eliminates the need for upgrading cabling. Simply connect the switch into the existing PBX patch panel, add a media converter on the other end of the wall-jack and plug in the IP phone or video phone into the media converter. Now staff and guests can benefit from high-quality voice communications while also reducing costs.

Connect extended reach endpoints in convention centers, lobbies and guest rooms

ActivReach also extends the reach of Ethernet up to 4X across all grades of cabling. Now you can connect endpoints such as IP Security Cameras, interactive digital signs or audio-visual equipment at distances up to 1,600 feet (488 meters) from the switch, avoiding the need for costly fiber, repeaters or additional switch infrastructure.

Deliver converged voice, data and video applications in historic buildings

Buildings designated as historic landmarks present a major challenge for hotels, as re-cabling requires securing a number of building permits and approvals. With ActivReach, you can utilize the existing cabling, even 1930s era single-pair copper, to deliver up to 100 Mbps data and PoE to support VoIP, unified communications, Wi-Fi or video conferencing, eliminating costly and time consuming cabling upgrades.

Connect multiple workstations in a business center from a single network port

In business centers, with multiple workstations in close proximity, traditionally you need multiple cable runs. With ActivReach, you can connect each pair in a 4-pair CAT5/CAT3 cable and deliver 100 Mbps and PoE on each pair to a maximum of four workstations and IP phones, from a single network port, maximizing utilization and minimizing cabling costs.

Integrated Gigabit switch to deliver Ethernet connectivity across all wiring infrastructure

The NetVanta 1535P switch with ActivReach is the only solution in the industry that delivers 100 Mbps and PoE in ActivReach mode over all grades of cabling, or Gigabit over CAT5 or higher cabling in standard Ethernet mode. Now hotels can deploy high-speed data connectivity to all facilities (old and new), maximizing ROI and moving towards a Gigabit Ethernet future.

Ultimate flexibility

The ActivReach switches are part of ADTRAN's NetVanta portfolio of Ethernet switches, which include an extensive list of products and options. You can select from a full range of solutions including:

- Fast Ethernet, Gigabit, and ActivReach
- Power over Ethernet (PoE), PoE+, and non-PoE
- Copper or Fiber
- Layer 3 lite and full Layer 3 switches
- 12-, 24-, or 48-ports
- Aggregation and stackable switches

Part of a complete hotel solution

ADTRAN® is committed to the hospitality market with an extensive set of products and solutions that are optimized for hotels and resorts of all sizes. ADTRAN's hospitality solutions span cloud hosted Wi-Fi, LAN infrastructure, cloud connectivity and GPON products, combined with industry leading warranties and comprehensive ProServices, enabling you to move to an always on, Gigabit ready network and gain competitive advantage. Exceed guest expectations and grow your revenue with ADTRAN's networking solutions.

Learn more at: www.adtran.com/hospitality

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