

An Energy-Efficient, Luxury Residential Building Solves Its Cell Service Issue



In 2017, construction was completed on the tallest residential building in New Jersey, the Jersey City Urby Building (JCUB), an eco-friendly, luxury residential tower in Jersey City.

Made up of 72 floors of studio, one- and two-bedroom apartments, the building offers floor-to-ceiling windows, sweeping city views, and is loaded with high-tech amenities for its residents. Given its geographical proximity to New York City, where outrageous rental rates still dominate the market, the complex was built with young, telecommuting millennials in mind. As part of the Friendly Buildings Program, JCUB also allows tenants to rent out their space on Airbnb, which helps with the costs of owning an apartment in a city.

The Goal

To find a cost-effective solution to boost cell signal inside the apartment building for all cell carriers under a tight deadline.

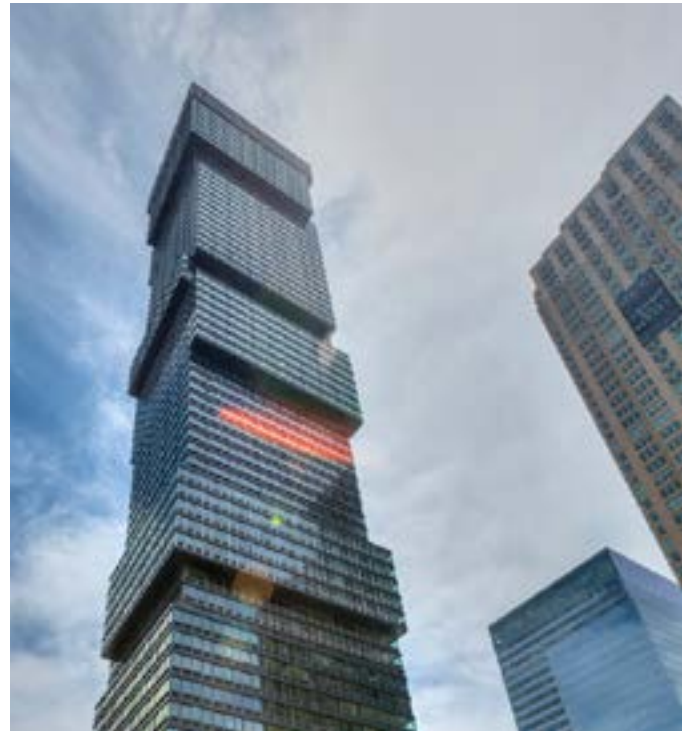
The Problem

The building is extremely energy efficient; green building materials and construction methods earned it its LEED-certification. Unfortunately, due to the tendency for eco-friendly materials to block cellular signal, the greenest buildings often have the worst reception.

Unsurprisingly, shortly after opening, management received a slew of complaints from

residents that they weren't able to get cell service in both private spaces and common areas.

Since many of these residents work from home, reliable cellular signal is an absolute necessity at the JCUB. By the time tenants began threatening to break their leases if the issue wasn't resolved, management was already in talks with cell signal booster integration firm Illuminati Labs to find a long-term solution.



The Solution

Illuminati Labs is a WilsonPro Certified integration firm that handles the integration process from consultation, design, implementation, and post-installation maintenance. Urby initially approached Illuminati to install signal boosters in the top 16 of the 72 floors of the building.

After a week of design work, Illuminati proposed installing four WilsonPro 4300 cell signal boosters on each floor in strategic locations that would evenly distribute cell reception. WilsonPro boosters, which are carrier-agnostic, were the

ideal choice in a residential building where tenants subscribe to a variety of service providers.

Because WilsonPro boosters use a passive distributed antenna system (passive DAS), which amplifies existing cellular signal, the process was minimally invasive, allowing residents to go about their lives without the intrusion of a messy installation.



The WilsonPro 4300 signal booster is designed to amplify weak cellular signals and provide reliable voice and data coverage across all frequencies and carriers. Depending on cell tower locations, it can run up to three outdoor antennas; each dedicated to a specific frequency band to collectively amplify signals from multiple cell towers. This amplifier also comes with WilsonPro Cloud access for remote monitoring functionality so integrators and building managers can remotely monitor, and adjust the Enterprise 4300 using a smartphone or tablet.

The Results

Within a week of the installation, cell reception results were so great that executives asked Illuminati to fulfill the initially discussed work of installing boosters throughout the entire building.

A month later, Illuminati had installed 18 WilsonPro 4300 boosters and over 300 interior antennas throughout the JCUB to rave results and resident complaints about the quality of cellular service ceased completely. Illuminati was even able to improve cell signal in the isolated basement trash area.

Tenants now experience faster data, the ability to make calls and send texts seamlessly in their space. This also helps to attract Airbnb customers who need the ability to connect within the building for work or personal reasons.

Problem Solvers

Need more? Check out this article from the [New York Times](#) where we were featured for helping tenants in the Urby Building connect.

Now, Illuminati Labs has been asked to handle signal booster installation in two additional buildings, which will be erected in early 2019. This will allow the JCUB to continue to guarantee excellent cell reception to their telecommuting prospective residents. The second installation is expected to take place in early 2019.

WILSON

CONNECTIVITY

If your residential complex is plagued by spotty cellular reception, consider the benefits of installing WilsonPro boosters throughout your facility. Our boosters can be installed in a timely fashion that won't inconvenience your tenants, and can boost existing cellular signal up to 3200 percent. In a rapidly evolving workforce that includes increasing reliance on personal mobile technology, reliable reception is key to your bottom line.

[Contact us](#) to get a free assessment for your building or business to start experiencing strong, reliable cell signal today.

