Industrial strength 4G LTE wireless routers keep charging stations connected.

TELUS wireless solution puts new charge in Danteb's strategy.

"We really appreciate the fact that TELUS took the trouble to bring a solution to us. Like many startups, we have too much to do and not enough people to do it, so this kind of proactive approach helps us concentrate on other issues."

Harvey Miller, President, Danteb Enterprises

Situation

- Danteb Enterprises manufactures charging stations for smartphones, tablets, e-readers and MP3 players
- Located in high traffic areas, the stations offer free device charging to passers-by
- Danteb's business model is funded by advertising, which means that each station must have a robust Internet connection to allow for monitoring and frequent content changes

Approach

- Danteb planned to connect their charging stations via Ethernet cables to ensure stability, but this placed a limit on the number of potential locations

TELUS recommended

- connecting each station to the high speed TELUS 4GLTE wireless network
- using robust industrial-strength wireless routers like those found in machine-to-machine (M2M) solutions

Solution Details

Many Canadian consumers face the common problem of traveling with a smartphone, tablet, e-reader or MP3 player without the required charging cables only to realize that their device battery will not last for as long as they require.

Recognizing this consumer need, Danteb Enterprises designed charging stations suited for common device models. A charge takes about 10 minutes, enabling Danteb to offer a captive audience to advertisers. With this business model, charging is free to device owners as the cost is fully funded by advertising.

To ensure advertisers get the services and benefits they pay for, Danteb must be able to monitor every charging station and adjust the advertising as often as necessary. For this reason, the first charging station models incorporated an Ethernet connection. While this solution worked, it had limited distribution because stations could only be placed in locations where Ethernet connectivity was possible.

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"We couldn't always find an Ethernet cable connection," says Harvey Miller, Danteb's President. "Of course, WiFi was an alternative, but it's notoriously unstable and we need reliable connectivity."

Much to Miller's delight, a TELUS representative who read an article about Danteb called the company with a suggestion. "He asked us whether we'd considered using the kind of wireless routers found in machine-to-machine (M2M) solutions," says Miller. "This would hook our charging stations to the TELUS 4G LTE network and allow us to connect to them reliably, at high speed."

Danteb conducted a small pilot study, testing the routers in a few machines. After a successful pilot, a full-scale rollout quickly followed.

"It's really simple," says Miller. "We go online to monitor a machine and upload new advertising content just as we would with an Ethernet connection. The routers have shown themselves to be as stable as Ethernet, so they meet our needs perfectly."

Business Benefits

- The solution delivered the stability of an Ethernet connection
- Charging stations can now be placed at any potential demand location
- Wireless routers ensure robust connections, allowing Danteb to connect to each station, monitor it at all times and change content whenever necessary

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