

CASE STUDY

Time Square Advertising Stays On with AlarmAgent

Phone: (800) 722-6999

Website: racoman.com

727 Allston Way, Berkeley, CA 94710

Every year, more than 450 million people visit Times Square to experience a cultural mecca of Western civilization.

This tourist hot spot in the heart of New York City is the number-one branding location in the world, with advertisers reaching a global audience. Bold messaging and vibrant images from graphic billboards hang off the sides of giant skyscrapers, hoping to captivate visitors every day.

Lighting Up the Sky

At the north end of Times Square, covered in nearly 20,000 square feet of this interactive power, stands the impressive building known as 2 Times Square. This building is proudly crowned with lit signage from major brands such as Coca-Cola, Samsung, HSBC and Prudential. These advertising sign properties are all long-term commitments, so it is important that the signs are constantly illuminated.

2 Times Square is owned by Sherwood Equities, Inc. Sherwood Outdoor, a wholly-owned subsidiary of Sherwood Equities, is responsible for the proper operation and maintenance of all signage. Sherwood Outdoor's number-one priority is to make sure every advertised sign stays up and running, 24/7. The best way to do this is to make sure the computer systems powering the signage do not overheat, which could risk power outages and loss of advertising exposure to pedestrians. To prevent these problems from taking place, Sherwood Outdoor decided to invest in an alarm notification system to alert them before overheating could occur.

Sherwood Outdoor wanted to be able to monitor room temperature online, a much more cost-efficient alternative to hiring someone to stand guard around the clock – just in case something went wrong. And since it would be difficult to install a landline in the computer room's out-of-the-way location on the very top floor of 2 Times Square, they wanted a wireless solution.

Search for a Solution

Sherwood Outdoor hired EnviroNet Systems, a Manhattan-based systems integrator, to research, select and build a monitoring system based on wireless technology. After an exhaustive online search, and a thorough evaluation and testing period, Sherwood Outdoor decided to go with AlarmAgent.com®, a wireless, Web-based alarm notification system from RACO® Manufacturing and Engineering Company.

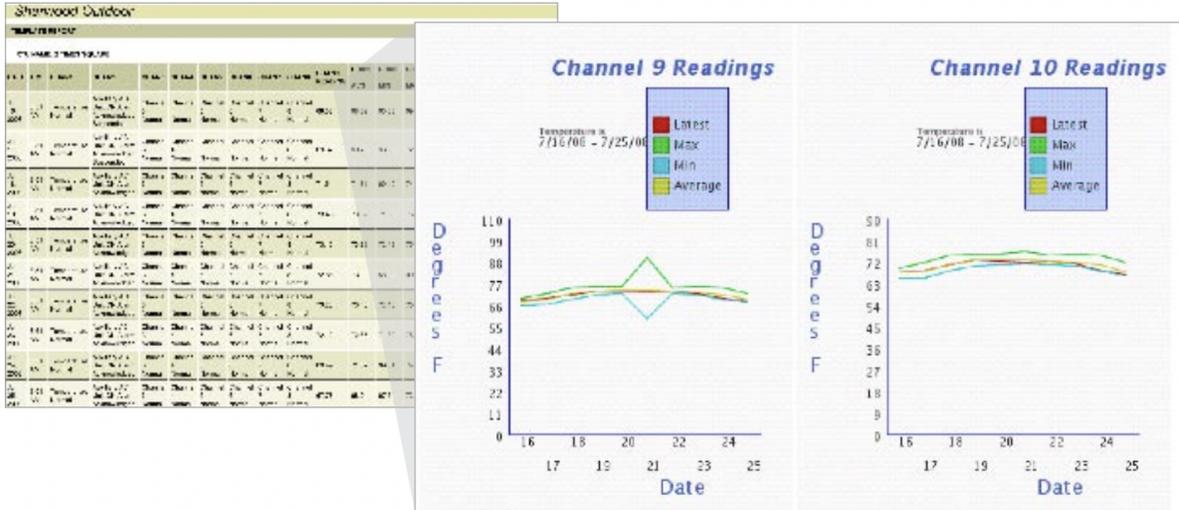
Today, AlarmAgent.com monitors three different variables in this important room in 2 Times Square. If either of the two temperature monitors reach 75°F, AlarmAgent.com triggers an alarm. If the backup air conditioning unit turns on, signaling a possible problem with the main A/C unit, AlarmAgent.com also triggers an alarm. These alarms set off a notification sequence through a chain of appropriate personnel until someone responds to the alarm and checks out the situation. Sherwood Outdoor can customize notification methods – by voice, SMS, pager or e-mail – and can easily add and remove users from the notification sequence as necessary. Plus, they can monitor room status in real time, on demand from any Web-enabled device. And if Sherwood Outdoor ever wants to monitor additional variables, configuration is easy.

The Results

Since AlarmAgent.com was installed, the computer system has not overheated once, and the advertising signage has stayed lit as promised, 24/7. “We couldn’t be happier with the results,” said Jason Roth, Assistant Project Manager of Sherwood Equities, Inc. “The system was easy to install, we can get custom reporting on demand, and most importantly, we don’t have to worry anymore. When prospects ask about the security measures we take to ensure constant uptime, I simply log on to AlarmAgent.com so they can see the monitoring history for themselves.”

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COMPUTER ROOM TEMPERATURE REPORTS



The computer room temperature data collected through RACO's AlarmAgent.com indicate a problem on the 21st of the month that triggered alarm notification and was successfully resolved. Reports can be generated in both tabular and graphical formats.



RACO Manufacturing & Engineering

727 Allston Way, Suite B
Berkeley, CA 94710

Toll free: +1-800-722-6999
sales@racoman.com
www.racoman.com/alarmagent
www.alarmagent.com

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