



The Power of Being There®



Case Study

Avocent helps iPort see the value of wireless video extension

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Brian Greenwood
Director of Information Technology
iPort Media, Inc.

The Customer:

Avocent works with many industries that are learning how digital signage networks can be used to increase sales. These applications, popular in retail settings, are beginning to take root in the services sector. And, iPort Media, Inc. is one of the companies leading the way.

iPort has a unique, private narrowcasting network designed to help eye care professionals increase their per-patient sales. The company transmits advertising directly to eye care professionals via networked computers, flat-screen plasma televisions (in waiting rooms) and LCD screens (in exam rooms). iPort delivers its message at the point of sale, increasing the purchase of premium products such as lenses, coatings, and designer frames.

The Situation:

Each optometry office is equipped with high-speed Internet to connect to iPort's server, where they have access to various information including news, sports and weather updates. iPort can also provide specialized content to offices, although most comes directly from leading vendors. For example, the Johnson & Johnson *Transitions* commercial (where lenses that change from light to dark are demonstrated) is a popular clip in the iPort database.

iPort has installed their systems in the offices of eye care professionals nationwide for several years. iPort serves 50 locations and plans to add approximately 30 to 40 locations per month over the next few years. There are 37,000 eye care provider locations in the U.S. alone that tap into vision-related retail sales. It was a \$16 billion business in 2005.

The Problem:

With the rapid increase in location installs, iPort began looking for methods to reduce installation time and costs. iPort's initial installations consisted of running a complex array of CAT 5 copper wires to receivers, computers and video systems. In several cases, iPort had wiring issues with building materials or configurations that made it impractical to run CAT 5 wire throughout the facility.

“The Avocent LongView Wireless solution really simplifies the installation process and it’s been working flawlessly. LongView Wireless is delivering video quality that has satisfied our most scrupulous doctors.”

Brian Greenwood
Director of Information Technology
iPort Media, Inc.

The Solution:

iPort’s research focused on finding an alternative means to connect video signage systems to networks providing video content. They found a wireless technology created by Avocent that could deliver audio, video and digital data without high cabling costs.

The Avocent AutoView® and LongView® Wireless products are the world’s first plug-and-play systems that offer extension, switching and broadcasting capabilities without wires. Based on the 802.11a standard communications protocol, the transmitter and receiver send audio, video and digital data through the air up to a distance of 100 feet through walls and greater than 300 feet in line-of-site situations. Both products enable local and remote keyboard, video and mouse connections.

The company installed both the Avocent LongView Wireless point-to-point solution and the Avocent AutoView Wireless point-to-multi-point solution that enables broadcasting from a remote PC to multiple displays. Avocent provides iPort with a cost-effective way to service these facilities, increasing the number of eyecare professionals they can work with.

Since iPort pays the upfront costs for the equipment, and then charges the doctor’s offices a monthly fee based on equipment and services provided, reduced equipment costs and installation time has a major impact on the iPort bottom line. Avocent helps accomplish this without the need for additional programming, training or design. Since the Avocent wireless products require no new software or operating systems, they seamlessly integrate all existing software and hardware, including SCALA, a popular digital signage software. Avocent LongView and AutoView Wireless products also give iPort more flexibility on LCD and plasma screen placement.

“Avocent wireless technology has afforded us an enormous convenience that enables us to reduce installation time, save on wiring costs and increase the number of facilities we can support,” added Greenwood. “The ease of the install made this a really effective tool for us that could have a dramatic impact on our bottom line.”

With successful installations in Indiana and California, iPort plans to roll out additional Avocent wireless installations nationwide.



“The Longview® Wireless extender, based on 802.11a and Advanced Encryption Standard (AES), connects directly to target devices and serves as the radio interface link so that the computer can transmit secure audio and high-resolution video data through walls – all without VGA cables.”

