



NETGEAR Serves Up Wireless Success in Coffee House

Union City, CA – It's 6 a.m., and Paddy's coffee house bustles with its usual energy. As customers sip their lattes and cappuccinos, a dozen or so also surf the Web and check emails on their laptop computers. Owner/proprietor Paddy Iyer is happy to provide free wireless Internet access to his guests. And he's especially happy with the NETGEAR RangeMax Wireless Router that makes his café a "hot spot," in every sense of the word.

From the moment he opened Paddy's in 2003, Iyer knew that providing wireless access to his customers would give him a significant business advantage. "Having the wireless connectivity is a convenience for our customers," says Iyer. "Many of them are mobile users who must do a lot of their work online, so this is a good resource for them. Plus, having wireless access increases our business – people always want to check their emails. That goes for me, too!"

RangeMax Delivers Powerful Performance

Iyer first installed a Linksys wireless router he'd been using at home. "I wanted to see if it would work in the shop," he recalls. "It worked for a little while, but then it started dying on me. I tested out a DLink wireless router next, but wasn't happy with that one, either. Finally, a customer suggested that I try the NETGEAR RangeMax router. Right away, I got the performance I was looking for."

Paddy's encompasses approximately 1100 square feet, and offers additional seating outside. All told, Iyer says it's not unusual to have as many as 30 customers seated at various locales around the shop and logging on to his wireless network simultaneously, courtesy of the RangeMax router.

Says Iyer, "Customers can sit inside or outside the shop, or even in their cars in the parking lot ... and, we have parking on the street as well. But even if people are in their vehicles, they still enjoy uninterrupted wireless access with the NETGEAR product. At the very minimum, we get a good, strong, WiFi signal as much as 30 feet from the router."

Supporting System Diversity, Security

The crowd at Paddy's is age- and system-diverse. At one table a customer taps on the keys of a Dell laptop; at another a user replies to an email on an Apple PowerBook. Despite this disparity in computers and operating systems (as well as adapter cards), the RangeMax Wireless Router provides seamless wireless access for all. In addition, the ultra-secure features of the NETGEAR router protect Iyer's wireless network from unauthorized usage.

"Even with multiple brands of adapter cards being used here, our customers say their WiFi reception is terrific. Many report that they get a 50 percent boost over their normal throughput, just by using the RangeMax router."

Paddy Iyer

Owner/Proprietor

Paddy's



CUSTOMER CHALLENGES

- Provide wireless Internet access to customers in coffee house
- Support multiple users simultaneously
- Protect network and users from unauthorized usage

SOLUTION

- NETGEAR WPN824 RangeMax™ Wireless Router RangeMax™ Smart MIMO technology uses 7 internal antennas to adapt on-the-fly to interference, delivering up to 10x more wireless coverage and speed than basic 802.11g routers.

RESULTS

- Router supports diverse computer models and operating systems
- Extended range of wireless router enables users to connect to Internet inside and outside of shop, and in adjacent parking areas
- RangeMax wireless router delivers 50 percent boost in normal throughput
- Security features protect against network hackers

"We have Windows users, we have Mac users, and there are even a couple of Linux people in here from time to time," confirms Iyer. "All of them can work wirelessly with no problem. And with the WEP (Wired Equivalent Privacy) protocol offered by the NETGEAR router, only users in our café who have the right 'key' can actually connect wirelessly. That adds another layer of security for our guests, and protects our network against hackers.

"The really cool thing," Iyer adds, "is that even with multiple brands of adapter cards being used here, our customers say their WiFi reception is terrific. Many report that they get a 50 percent boost over their normal throughput, just by using the RangeMax router."

The Confidence of Quality

Paddy's is open from 5 a.m. to 10 p.m., meaning Iyer typically puts in sixteen-hour days. While he has to deal with such issues as the occasional breakdown of an espresso machine, or employees who call in sick, there's one thing he never worries about: his RangeMax Wireless Router.

"The NETGEAR wireless router is a wonderful product, and I'm always happy to plug it to anyone who's interested," Iyer says. "It's reliable, it's extremely easy to set up, and it's unobtrusive – it sits in one corner of the café, out of the way. If the 'blinkies' aren't working, you know you have a problem. But with the RangeMax router, they're always blinking. Since we've installed it, everything has been just working just great."

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