

BENEFITS OF CELL MODEM COMMUNICATION

For the ultimate experience with your new sign, GRS recommends choosing our cellular modem data connection powered by Verizon.



TESTIMONIAL

"Our old sign had the wifi radios. We had to get IT involved every so often when the network security would update. With our new sign, it's independent of our network and so much better. We haven't had a single issue."

JEFF MARSHALL
AP - Crosby Middle School



DRAMA FREE EXPERIENCE

Once the sign receives power, it connects to the Verizon Wireless network and our secure cloud server hosted on Amazon AWS.



NO OBSTACLES

Because the sign isn't on your local network, there are no issues with IP settings, port forwarding, MAC address reservations or firewall updates. Your IT staff will thank you.



FEWER POINTS OF FAILURE

While a cell modem only has a power adapter, a wifi bridge kit consists of two radios, multiple network cables, and power over ethernet adapters. Choose less!



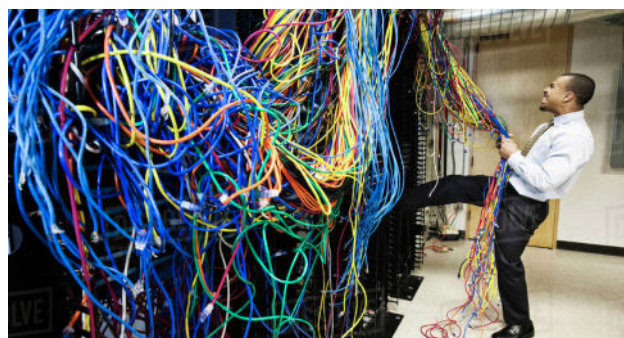
SAVE TIME & LABOR

Don't expend valuable time chasing ethernet cables through ceilings, making wall penetrations, fire caulk and all the other headaches that come with a wifi bridge kit.

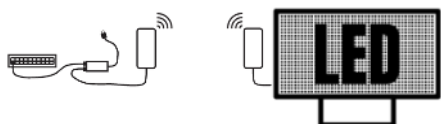
WHY NOT A WIFI BRIDGE KIT?

Why not choose a wifi bridge kit?

The main reason is that wifi bridge kits are labor intensive to install and require integration into your network/internet connection which can be frustrating. The industry in general is migrating to cellular broadband as the standard communication method. Although the upfront cost is higher than a wifi bridge kit, the lack of required labor for installation and responsibility for ongoing management are highly appealing.



LET'S COMPARE!



ANTENNA INSTALLATION

- run a network patch cable from network/internet source to P.O.E. adapter
- connect P.O.E. adapter to power
- run a network cable from the P.O.E. adapter to the antenna's desired mounting location (penetrate wall recommended, mount antenna outside)
- mount antenna bracket and fasten antenna, connect network cable
- make sure necessary ports and firewall settings allow traffic to cloud site

CONSIDERATIONS

- make sure to involve your IT staff to identify an available network port
- ongoing management of connection through your network despite security updates and patches
- manage IP addresses or MAC address reservations on the network
- multiple points of failure (cables, devices, and network provisions)



CELL MODEM INSTALLATION

- no customer effort required - cell modem is installed and configured in the factory

CONSIDERATIONS

- Is Verizon Wireless cell coverage available at the sign installation site?

THIS



MAKES SENSE!