



Cellular Connectivity Solutions for Challenging Environments

Like many office buildings in densely populated urban environments, the Manhattan headquarters of NewBay Media subjects employees to cellular signal challenges. Those who work there have long complained of a universal lack of cell phone reception.

So when [Wilson Electronics](#), a manufacturer of cell signal boosting equipment, and CK Technology Group, a New York City-based IT contractor, offered to install a signal booster system, the NewBay Media staff was thrilled at the prospect of having cellular service.

Within NewBay, the print and Web brands occupy different floors. Adding to the complexity faced by CK Technology, those two offices are located three floors apart and on different sides of the building. Brad Peskin, CK Technology director of operations, led the initial site survey to determine the precise inside locations where coverage was needed and for which cell carriers.

You can read more about it in our [Case Studies](#).