



East Brunswick, NJ Case Study

Business Challenge

The Township of East Brunswick, located in Middlesex County, New Jersey, is home to over 45,000 residents. It boasts one of the state's finest school systems and is noted as a progressive commercial and industrial haven for entrepreneurs. The Township hosts light industry, information technology, electronics and publishing firms, as well as an abundance of retail establishments. Forecasts predict the demand for additional professional office space within East Brunswick to increase more than 100 percent within the next 20 years.

East Brunswick provides radio communication that supports the Public Safety Departments of the Township plus neighboring Spotswood and South River. Improvement of the communications infrastructure was imperative as their system for police, fire and emergency medical services (EMS) was 15 years old, degrading and experiencing coverage gaps. Although the municipalities' Public Safety Departments reinforced each other on emergency alerts, their radio call systems were not effectively linked.

Pinnacle Wireless, a UniTek Global Services company, was a maintenance service provider for the legacy radio system in East Brunswick, and had successfully provided a console upgrade solution in 2009. As a result of an exceptional service record, Pinnacle Wireless was a preferred subcontractor to Motorola when the Township decided to upgrade to a totally new radio communication system.

Solution

Pinnacle Wireless was contracted by Motorola, the prime contractor, to provide staging, programming and installation of a Project 25 UHF simulcast digital upgrade. The project was launched in 2011 and successfully completed in 2013.

Zero downtime for public safety providers was a critical component of the new system switchover. Since the Township had insufficient frequencies to run parallel systems, Pinnacle Wireless was required to do a hard cutover to the new system and over 1,500 subscribers simultaneously. Final acceptance testing was completed in December 2013 and the system went live that same month.

Results

Pinnacle Wireless programmed and installed over 600 mobile radios on a six channel, 500 MHz, three-site, simulcast digital system connected by microwave technology. The new network provides 95% portable, in-building coverage Township-wide, as well as reliable linked service to Spotswood and South River Public Safety Departments. Not only is East Brunswick's new system interoperable within the Township and municipal cluster, this large network is now connected to the nearby large networks of Woodbridge and Piscataway Townships. Should a catastrophic failure ever occur, the East Brunswick network will seamlessly receive support from these systems. This added connectivity affords the Township officials greater efficiency of resource deployment and responsiveness during emergency events.

An advanced global positioning system (GPS) was also brought to the area network through the Pinnacle Wireless installation to enable tracking for public safety personnel, school transport and EMS. For example, if a question arises about whether or not a school bus attempted to pick up a passenger, GPS tracking will inform authorities of the driven route, each stop location and the amount of time the vehicle spent at each stop. This essential functionality is crucial in the operations of municipal services, public library, senior citizen transport and other departments.

Overall, the new installation gives East Brunswick and neighboring towns a modern communication system, better coverage and reception, and tools that enhance Township-wide operations. Pinnacle Wireless continues to perform maintenance for the radio communications system of East Brunswick, because who better to maintain a system than the provider who designed and installed it.

Exhibit 1 – Testimonial

East Brunswick, NJ – Public Safety Department

"The entire Pinnacle Wireless staff performed the East Brunswick upgrade flawlessly. Before the upgrade and since the upgrade, Pinnacle goes above and beyond in all aspects of maintaining our communications systems."

John Kosik, Communications Emergency Management Coordinator for East Brunswick, NJ

Improvement of the communications infrastructure was imperative as East Brunswick's system for police, fire and emergency medical services (EMS) was 15 years old.

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