



How a dairy operation kept their milk and communications flowing between multiple buildings – separated by rail lines and parking lots – with the Motorola Canopy™ broadband wireless solution.

The Problem: *A dairy in New Mexico, which needed to build a communication link between their office and a new warehouse complex to track their multiple fluid milk product lines, was soured on the costs to trench and bury conventional communication cables beneath railroad tracks and paved lots.*

The Solution: *For help, the dairy turned to their communication's partner, Industrial Electric Automation, which recommended utilizing milk silos as towers to install a Canopy point-to-multipoint wireless broadband radios.*
www.gotoiea.com. www.motorola.com/canopy

The Result: *The dairy saved “a lot of money” on installation costs and the Canopy solution has exceeded expectations so much that transmission of barcode scans of all products in the warehouse to the firm's national database will be implemented to keep inventory updates fresh.*

Background

A 50-year old New Mexico dairy company needed to expand its building facilities. Growth in products such as vegetable dips, cottage cheese, and sour cream required more warehouse buildings next to the production plant. Communications between the office, plant and warehouse were essential to ensure the right products were manufactured at the right time to maximize operating efficiencies and minimize milk spoilage. However, railroad tracks and large paved parking lots needed to be trenched to bury conventional communication cables between buildings. The cabling costs were going to be expensive in time and money. The dairy's communication partner, Industrial Electric Automation (IEA), had a better idea: Motorola Canopy's point-to-multipoint broadband system. IEA leveraged the dairy's milk silos by mounting a Canopy transmitter on top and pointing it toward the newly installed receiver on the office building across the tracks. “We saved at least a third of the installation costs using Canopy,” said Dan Buehler, plant engineer. “Canopy was a cinch to install,” said IEA's Scott Foster. “Not only was it easy to set-up and use immediately, but Canopy is also simple to expand to meet the dairy's growing requirements.”

For interviews, contact:

Roderick Kelly
Kelly+LoDestro Global Relations
For Motorola's Canopy Group
(630) 761-0700
Roderick@kellylodestro.com

Beyond Wireless is a regular media alert that is intended to illustrate a unique deployment of Motorola's Canopy wireless broadband technology. Our goal is to assist you as you develop current and future story ideas depicting the evolution of wireless broadband technology that connects people to people and people to devices.



MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office.
All other product or service names are the property of their respective owners.
© Motorola, Inc. 2004