

# Marriott creates showrooms for its miscellaneous brands and pilots a GPON network in 245 guestrooms



## Client

Marriott has an extraordinary portfolio of 30 hotel brands that cover the globe and suit every lifestyle. They cater to business, family, and leisure travelers, providing a positive experience wherever you go. Its mission is to give people more ways to connect, experience, and expand their world.

## Challenge

Marriott Bethesda is located next to Marriott's corporate headquarters, and there were a lot of important eyes watching. Additionally, the hotel was constructed during the height of the COVID-19 pandemic, adding a layer of complexity. This hotel is unique because it has showrooms for several Marriott brands so that the corporate staff can give tours to potential franchisees and investors. All of these moving parts made for a particularly challenging project.

## IMPORTANT CONSIDERATIONS

- What additional safety precautions need to be taken considering the pandemic?
- Is there a better way to provide high-speed internet to all guest rooms?
- How can we ensure the project stays on schedule despite the extenuating circumstances?



## ® Solution

NTI, ASD®'s daughter company, provided the design for the Marriott Bethesda hotel. ASD® was then responsible for the build portion. Due to the size and complexity of the project, one of ASD®'s most senior project managers was assigned immediately and on-site for the duration of the project. Due to the pandemic and current economic conditions, it took incredible communication and coordination to drive the project home.

Scheduling technicians was difficult since they had to pass screening protocols and take certain precautions to comply with Marriot and county and state regulations. At one point, the entire construction site shut down due to COVID-19. Everyone's health and safety were top priorities, so deadlines were adjusted accordingly. Ordering materials was challenging due to supply chain issues, but we got all of the products on-site on time thanks to good vendor relationships.

Our team of experts configured the audio visual equipment in-house and sent it to the site for the smoothest installation possible. Perhaps most notably, Marriott decided to pilot a GPON fiber network for the guestrooms. In doing so, they hoped to provide faster internet speeds and less cable in every room.



## Result

The installation went smoothly, and ASD® was able to meet its deadlines and get the technology in the Marriott brand showrooms, meeting spaces, communal areas, and administrative offices up and running in time for the grand opening in March 2022. The impressive hotel is ready and well equipped for travelers of all types. Thanks to the GPON system, guests should experience lightning WiFi speeds, and staff shouldn't miss a beat, even as data bandwidth demands continue to increase.

## Project Summary

### INDUSTRY

Hospitality

### SERVICES

Design  
Build

### TECHNOLOGIES

Audio Visual  
Infrastructure  
Wireless

### HIGHLIGHTS

- GPON network for 245+ guestrooms
- Ballroom with 3 large-format projection screens, projectors on ceiling lifts, and a full digital audio system
- Building-wide background music system
- 15+ Crestron control panels located throughout the building