D-Link Wireless Networking Turns Wired For Coffee into a Southern California Wireless Coffee Haven

Challenge: Wired for Coffee owner Henry Golden opened his hip and inviting coffee shop in 2001 in “Silicon Coast,” Southern California’s answer to Silicon Valley, located in Irvine, California. Determined to create a welcoming retreat that offers the finest quality coffee and baked goods to his high-tech customers, Golden’s wired Internet cyber café provides the finest quality coffee drinks using specialty grade green coffee beans custom roasted in small batches and ground immediately prior to brewing. The cafe also has a wide selection of the finest quality baked goods.

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In December of 2002, Wired for Coffee began featuring D-Link connectivity products. As a result, the new Wired for Coffee hot spot has become a true neighborhood innovation; with connectivity from Orange County-based D-Link, Wired for Coffee customers can access the Internet through D-Link connectivity and communications devices. Wired for Coffee offers standards-based D-Link networking through a wide array of technologies that include Ethernet wired connectivity. Wired for Coffee visitors can either connect to the Internet by plugging directly into D-Link Ethernet connections located throughout the store in wall plates or they can wirelessly connect using radio waves to the hotspot, both inside and outside the coffee shop, using an adapter in a laptop.

The Wired for Coffee hot spot has increased profits by improving business and increasing the store’s popularity amongst its tech-savvy neighbors. Within a week of the hot spot introduction, Wired for Coffee had increased its customer base by 20% without increasing costs of operation, and as a result significantly increased profits. Prior to the hot spot installation, the café would service an average of 160 customers daily. Now, Wired for Coffee caters to upwards of 200 customers daily and the number continues to grow. Golden says that “he has already benefited monetarily from the technology upgrade - and has learned a lot about Cyber Surfing and Internet connectivity as well.”

When D-Link representative Alex Levee stopped by to get a cup of coffee, Golden struck up a conversation and began to dialog about Internet connections. Levee talked to Golden about the idea of providing faster access, at virtually the same price after installation, while turning Wired for Coffee into a complete hot spot with high-speed access to the Internet within the coffee shop, to solve the slow bottleneck issues. D-Link provided both wired Ethernet and D-Link wireless networking, thus turning Wired for Coffee into a powerful “hot spot” for Golden’s customers.

The atmosphere and décor of this high-tech coffee shop was created by Golden in post modern high-tech style with a television lined wall, and a touch of artist Paul Klee-type progressive designs threaded from the walls and throughout the soft cushioned furniture. From the audio-visual electronic projection wall to the intense character of warm colors and designs, Wired for Coffee extends an inviting ambiance for the tech-age generation to take a creative break from the binary ones and zeros. The wired Internet cyber café also has a large adjoining patio that seats up to forty people to relax and socialize outside. “I really make it a point to get to know my customers here,” says Golden, “Once they come in, I like to let them know that this is a place where they are welcome. It’s a nice break from the intensity of the workday, with a mix of everything you want during a break from work: a refreshing drink, a glance at the TV or PC to find out what’s going on in the world, and a helping of light-hearted bantering. That’s how I met the good folks over at D-Link.”

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- Henry Golden
Owner, Wired for Coffee

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Solution: To facilitate high-speed access to the Internet, D-Link installed RJ-45 jacks with 10/100 Ethernet outlets and D-Link Express Ethernet Cable Modem and D-Link Express 10/100 Ethernet Switches to provide high-speed wired connectivity throughout the café.

To enable a wireless network, D-Link's Air Wireless Networking products were installed to deliver a high quality, secure, inexpensive product line for providing fast, interoperable wireless connectivity throughout the store and surrounding area. The high-speed cable connection is connected directly to the D-Link cable modem located in the store’s back office, which is in turn connected to a D-Link Air router, and D-Link AirPlus Access Points. The wireless network extends outward to an approximate 300-foot radius of coverage outside the store so that Wired for Coffee customers seated at outside tables can share the high-speed Internet hot spot. D-Link’s Air family of wireless networking products are standards compliant and are completely interoperable with other brands that are also compliant with the IEEE standards.

Conclusion: The popular cyber café unleashed Irvine's first free combination wired and wireless hot spot in December of 2002 featuring D-Link connectivity products. The new Wired for Coffee hot spot is a true neighborhood innovation; with connectivity from Orange County-based D-Link, Wired for Coffee customers can access the Internet through D-Link connectivity networking and communications devices. Wired for Coffee now offers standards-based D-Link networking through Ethernet wired and Wi-Fi wireless connectivity, which is delivered by D-Link's Express Ethernet cable modem, high-speed Express 10/100 Ethernet switches, and D-Link AirPlus wireless routers and wireless access points. Wired for Coffee visitors can either connect to the Internet by plugging directly into one of several D-Link Ethernet connections located throughout the store or they can wirelessly connect either inside or outside the coffee shop by using an adapter in a laptop.

D-Link seemed the perfect choice for upgrading its existing wireless environment. Since D-Link and its team of experienced engineers were also located in Orange County, Golden knew he could count on D-Link if he had any additional questions. In addition, Golden knew he would be getting high-quality business-class networking products at very reasonable price points.

Golden is confident that D-Link has vastly improved Internet connectivity for Wired for Coffee customers. He often hears compliments from customers about how much better connectivity has become since D-Link equipment has been installed. Customers are particularly excited to find that Wired for Coffee now offers high-speed broadband, rather than slower dial-up, connectivity. Regular customers are returning more often, and the number of new customers is growing.

"The switch from dial-up to high-speed broadband has made a huge difference in convenience and speed," says Golden. "And the wireless network has given increased accessibility to our customers, so that even those who are sitting outside enjoying our beautiful California weather can soak in some rays and surf the Web at the same time."

Wired for Coffee is open Monday–Friday 6AM to 6PM and Saturday 7AM to 2PM. The popular cyber café is a conveniently located between the 5 and 405 at the corner of Irvine Center Drive and Sand Canyon Drive. The address is 6630 Irvine Center Drive, Irvine, CA, and the telephone number is (949) 789-9119. Wired for Coffee was established in 2001.