



## **Direct Source Moves Tier One Retailers Toward Next Generation Wireless Technology**

*Industry partnerships allow for 802.11 a/b/g/n implementation nationwide*

NEW YORK, Jan. 11, 2011 — Retailers can reduce costs, improve productivity, and increase speed and throughput with a new single device option for 802.11n [wireless technology](#), now available through a partnership between [Direct Source](#) and [Xirrus](#). Additionally, the partnership expands Direct Source [tier one retail](#) offerings nationwide for 802.11 a/b/g/n wireless [technology installations](#).

“Since wireless equipment is typically replaced on a six- to eight-year cycle in retail, our customers will likely maintain an installed base of 802.11a/b/g equipment alongside the new 802.11n devices,” said [Brad Fick](#), president, Direct Source. “Retailers need to use industry experts and partners to help understand the benefits and capabilities of the new wireless standard as well as options for implementation. This way, they can be sure that any changes result in a minimal impact to the network, users and bottom line.”

The Xirrus Wi-Fi Array standards-compliant architecture, which includes hardware and software, offers a cost-effective overlay Wi-Fi capability and switched Ethernet replacement option on a one array to one switch ratio basis. Unlike traditional two radio omni-directional access points, the Wi-Fi Array integrates 4, 8, 12, or 16 directional 802.11a/b/g/n radios that provide two times the range and four times the coverage of traditional omni-directional devices, resulting in implementations that require seventy-five percent less devices, cabling and switch ports.

Direct Source also offers wireless technology options from [Aruba Networks](#), [Cisco Systems](#) and [Motorola](#). The company will showcase its wireless offerings in booth #2336 at the [National Retail Federation BIG Show](#), Jan. 10-11, 2011, in New York.

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#### **About Direct Source**

Headquartered in Minneapolis, Minn., [Direct Source](#), Inc. ([www.directsource.com](http://www.directsource.com)) is a nationwide technology solutions provider for tier one retail, financial, and travel and lodging industries, with a network of more than 2,500 installation specialists. Direct Source's hardware procurement, software development and deployment services are designed to help customers maintain a competitive edge and improve site productivity and customer service. Always vendor-neutral, the company draws upon its experience to recommend technologies that help clients operate faster, smarter and more profitably.

#### **About Xirrus**

Xirrus, Inc. is the only Wi-Fi Power Play in the industry and manufactures the high performance Wi-Fi Array – the only fully distributed dense radio Wi-Fi architecture available in the industry today. The innovative Xirrus architecture delivers unmatched RF innovation and wireless performance on a per access point and system-wide basis, yet requires fewer devices, switch ports, cabling, time, and effort to implement and maintain than traditional offerings - accelerating the Time-to-Value by 3X. Xirrus designs and manufactures its products in the USA and is Wi-Fi Alliance, VeriSign PCI, FIPS 140-2, and ISO 9001:2008 certified. For more information, please visit [www.xirrus.com](http://www.xirrus.com).

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