

## CASE STUDY

# How J.O. Herbert Company Reduced Costs and Failure Points in Intelligent Transportation Systems

### INSTALLATION PARTNER:

**J.O. Herbert Company**

### LOCATION:

**Harrisonburg, VA**

### INDUSTRY SEGMENT:

**Traffic Control and Monitoring**



**J.O. HERBERT**  
INTELLIGENT TRANSPORTATION SYSTEMS

“ We’ve dealt with extenders that not only failed but damaged cameras – sometimes costing thousands to fix. With GameChanger, we finally have a reliable, point-to-point solution that’s worry-free for us and our customers. ”

– CORY DIBERT

J.O. Herbert Company

## The Situation

J.O. Herbert Company, a Midlothian, VA-based traffic control products distributor, set out to solve a major challenge when designing modern traffic systems. Their goal was to ensure reliable connectivity for IP-based video detection cameras that not only monitor and control intersections but also collect traffic data used in AI-driven analytics. These cameras, like the Miovision 360-degree detection system, rely on Power over Ethernet (PoE), typically limited to a maximum distance of 300 feet when using standard CAT5E or CAT6 cables.

However, many traffic applications require cameras to be installed at distances ranging from 400 to 800 feet. Traditionally, extending beyond 300 feet meant using additional devices like PoE extenders, which introduces extra costs, potential failure points, and increased maintenance. In some cases, Cory Dibert found that faulty extenders not only failed but had caused damage to cameras, leading to a costly cycle of replacements that not only disrupted operations but were making municipalities wary of using PoE cameras at all.

Determined to address this recurring issue, Cory Dibert, a 32-year traffic industry veteran at J.O. Herbert Company, began searching for a more reliable, cost-effective solution.

## The Solution

Cory Dibert discovered the Paige GameChanger<sup>®</sup> Cable through discussions in professional low-voltage installer groups on Facebook. Unlike standard CAT6 cables, GameChanger is engineered for extended distances, capable of delivering 1 Gb/s performance and PoE+ over 656 feet (200 meters) and 10 Mbps up to 850 feet (259 meters)—without the need for repeaters or additional hardware.

To put GameChanger to the test, J.O. Herbert partnered with the City of Harrisonburg, Virginia, where they had been deploying Miovision camera systems at multiple intersections. The experiment involved running 800 feet of GameChanger Cable from a traffic cabinet to a Miovision 360-degree camera. The result was a fully functional system, with the

camera reliably transmitting video and operating its built-in heater, which draws 55 watts of power in cold weather.

Since its installation in March 2024, this system with GameChanger Cable has performed flawlessly with no interruptions in service, even in extreme temperature conditions. Encouraged by this success, J.O. Herbert began specifying GameChanger Cable in multiple Virginia Department of Transportation (VDOT) and municipal projects. Cory Dibert also recommended GameChanger to fellow colleagues in the traffic industry who were facing the same recurring issues. This has led to the solution being successfully deployed in other states too, including Maine, Connecticut, Massachusetts, Arkansas and Oklahoma.

“ For us in the traffic industry, the goal is ‘set it and forget it’ — installing a system that just works without ongoing maintenance headaches. GameChanger eliminates the extra devices that used to fail in the field. It has given us and our customers peace of mind. ”

— CORY DIBERT

J.O. Herbert Company

J.O. Herbert Company plans to continue using GameChanger Cable in new traffic intersection projects, as it has proven to be a cost-effective, reliable way to overcome the traditional distance limitations of Ethernet-based traffic monitoring systems. As Cory Dibert says, “The GameChanger Cable has been a huge success... The J.O. Herbert Company is extremely happy to offer this as a solution to our customers.”



## About J.O. Herbert Company

J.O. Herbert Company, based in Midlothian, VA is a family-owned company that has been supplying customers with high quality traffic control products and service for over 50 years. They represent many of the industry’s top manufacturers and are trained to assist with site installation for all of their products.

By eliminating the need for PoE extenders and additional hardware, GameChanger significantly reduces failure points and lowers installation and maintenance costs in every intersection requiring over 300 feet of distance. It also eliminated what Cory Dibert calls the “failed camera issue”, where faulty extenders would damage cameras — and lead to much higher costs and levels of disruption.



To learn more about GameChanger and other innovative products, visit [PaigeDatacom.com/GameChanger](https://PaigeDatacom.com/GameChanger) or call 888-423-8947

U.S. Patent Nos. 10,453,589, 11,107,605, 11,562,835, 11,646,133 and 12,142,389