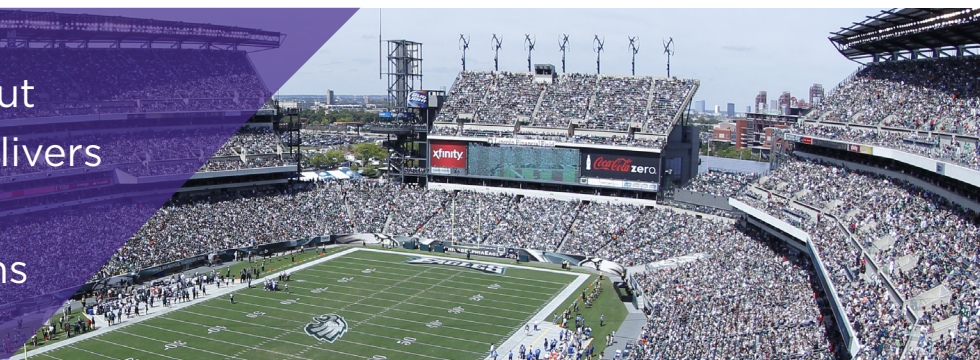




# Pervasive Wi-Fi throughout Lincoln Financial Field Delivers a Differentiated In-Game Experience for Eagles Fans



## CASE STUDY

### STADIUM STATS

- Capacity: 69,000+
- Stadium Footprint: 15 acres
- Stadium Area: 1,723,000 sq. ft.
- Limited IT staff

### INDUSTRY

- Entertainment

### CHALLENGES

- Provide stadium-wide, high-density Wi-Fi for tens of thousands of users
- Enhance the in-stadium fan experience with exclusive real-time content
- Control the network management burden for the existing IT staff

### PRODUCTS UTILIZED

- Extreme Networks Identifi Wi-Fi, including Access Points and Controllers
- Purview: Application Analytics Solution
- Extreme Networks Mobile IAM (Identity and Access Management)
- OneFabric Control Center
  - Network Access Control
  - Netsight

### RESULTS

- Reliable in-stadium, high-density Wi-Fi internet access
- Differentiated in-stadium game experience
- Centralized management, granular visibility and control

Lincoln Financial Field is home to the Philadelphia Eagles. Committed to delivering an exciting and fun experience to fans when they visit the stadium, the Eagles embarked on a \$125 million revitalization project to dramatically enhance the game-day experience.

*“For us, Lincoln Financial Field is all about the fans and their experience. Our Extreme Networks Wi-Fi network has allowed us to overcome the challenge of providing Wi-Fi in a highly dense user environment, enabling us to deliver a truly differentiated in-game experience.”*

**DON SMOLENSKI, PRESIDENT OF THE PHILADELPHIA EAGLES**

Knowing that in today’s world you are connected wherever you are, a high-density integrated wireless network was one of their top priorities. The Eagles selected Extreme Networks Identifi Wireless solution to boost connectivity for fans and give them better access to stream photos, check fantasy football stats and more.

## Stadium’s Challenge

With the desire to improve the entertainment value of the game-day experience for season ticket members, the Eagles wanted to implement a solution that was reliable, scalable and had the capability to provide enough bandwidth to satisfy a growing fan-base with mobile devices.

The emergence of LTE devices and the customer’s desire to access streaming video created significant bandwidth requirements. In order for the Eagles to deliver the best fan experience for those at the venue, they sought additional technology that would allow fans the ability to download media and upload their own game content and experiences.

Creating high-capacity wireless networks in large open spaces with minimal crowds is relatively easy. The challenge of providing high-density Wi-Fi for more than 69,000 users at Lincoln Financial Field would be much more difficult. The Eagles would require a carefully designed Wi-Fi network that would allow thousands of devices to simultaneously connect while ensuring that fans were able to access and share content consistently.

## Extreme Networks Solution

Extreme Networks was selected as the Wireless Infrastructure Equipment Provider of Lincoln Financial Field. "We liked the Extreme Networks solution and the way that roaming was handled through their controllers and back-end architecture. The success that was demonstrated at Gillette Stadium was also a factor," said Don Smolenski, President of the Philadelphia Eagles.

Through their partnership with Extreme Networks, the Eagles have equipped their stadium with the latest high-density Wi-Fi technology, improving fans' overall experience with the ability to access league and team mobile applications, as well as other social platforms. The installation was successfully completed and deployed in just three months, just in time for the 2013 season.

The Extreme Identifi cutting-edge Wi-Fi solution for Lincoln Financial Field includes access points and controllers, Purview application analytics, Mobile IAM (Identity & Access Management) for BYOD authentication services, OneFabric™ Control Center with Network Access Control (NAC) and Netsight management console to centrally manage its network.

The technology allows fans at Lincoln Financial Field, which has a sold-out seating capacity of over 69,000, the bandwidth to download and access multimedia applications, enabling the Eagles to deliver the best in-game fan experience and continue to fill the seats time and time again.

## Results

Lincoln Financial Field is equipped with Wi-Fi throughout the stadium to support the high on-demand traffic of mobile and BYOD users, enhancing the fan experience:

- 1. In-stadium, high-density Wi-Fi internet access.** The Eagles are able to provide reliable, free Wi-Fi access to 69,000+ fans across the entire Lincoln Financial Field complex, including the seating areas, club level, suites, press box, locker rooms and concourse. The new Extreme Networks wireless infrastructure can handle 40,000 simultaneous users while allowing them to watch NFL Red Zone videos, gain exclusive access to stats and interactive game content, including replays, and share their experience in real-time via social media channels such as Facebook and Twitter.

- 2. Differentiated in-stadium game experience.** Fans are now able to use their mobile devices the same way they would at home or any other location that has Wi-Fi. In addition to installing the FreeEAGLESWi-Fi network, the team has upgraded its mobile app with easier navigation and new features for fans who log on while they are in the stadium on game day. The multi-generational fan base of the Eagles have indicated that the wireless network performs well and that it gives them another reason to come to the games.

- 3. Granular visibility and control.** The implementation of Extreme Networks Identifi wireless solution and OneFabric Control Center management provides centralized visibility and control over the network, giving the Eagles valuable intelligence to more easily roll out new applications and services to improve the overall in-game experience.

*The Eagles are pleased with the "tremendous results" of their Extreme Networks Wi-Fi network and so are the fans - adoption has been very high and very strong. The new network can handle 40,000 simultaneous users and has averaged about 20,000 unique users and as many as 16,000 simultaneous users. The Eagles look forward to growing the Wi-Fi usage and the infrastructure in place will enable them to allow people to order concessions from their seat, offer in-game fans special access to live locker room footage, show instant replays and so much more.*

*About Extreme Networks:*

*Extreme Networks, Inc. (NASDAQ: EXTR) is setting a new standard for superior customer experience by delivering network-powered innovation and market leading service and support. The company delivers high-performance switching and routing products for data center and core-to-edge networks, wired/wireless LAN access, and unified network management and control. Our award-winning solutions include software-defined networking (SDN), cloud and high-density Wi-Fi, BYOD and enterprise mobility, identity access management and security. Extreme Networks is headquartered in San Jose, CA and has more than 12,000 customers in over 80 countries. For more information, visit the company's website at <http://www.extremenetworks.com>."*



OFFICIAL PARTNER OF THE PHILADELPHIA EAGLES

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