

# Extreme Networks High Density Wi-Fi Offering



Venue-Grade Wi-Fi Solution

## WI-FI COVERAGE AREAS

### PUBLIC NETWORK

- Bowl Coverage (All Levels)
- Concourse
- Service Levels
- Concession Area
- Private Suites
- Club Areas
- Media
- Press Area
- Logistics and Service Areas
- In stadium public areas

### ADMINISTRATIVE AND SECURE (SOME AREAS REQUIRE PUBLIC)

- Coaches Rooms
- Locker Rooms
- Ticketing
- POS
- Back Office



## Description of Sporting Venue Wi-Fi Offering

The Extreme Wi-Fi system is designed to support all high density requirements expected in a premium, highly reliable 2.4GHz and 5GHz Venue based wireless solution. The Wi-Fi solution is multi-purpose in design providing:

### “ALWAYS ON” CONNECTIVITY FOR FAN ACCESS AND TEAM PROMOTED MOBILE SERVICES

- High-speed Wi-Fi connections provide fan viewing of streaming content, reading of stats, posting of photos
- Encouragement of the fan’s social engagement (Facebook, Twitter, Instagram) for external sharing of the live experience and sentiment - ultimately extending the franchise brand reach beyond the Venue seats
- In-Venue Mobile Application delivery for value added services (rewards programs, concessions, unique offers, wait times) including advertising and sponsorship monetization opportunities
- Efficient Multicast video delivery with unicast-like performance and reliability for real-time viewing of in-venue camera feeds and other generated video content
- Support for wide array of fan based Wi-Fi enabled devices (Tablets, Smartphones, Wearable)

### HIGH QUALITY “WIRED-LIKE” CONNECTIVITY FOR THE PRESS/MEDIA

- Meet the heavy demands of expedient delivery of published content with the necessary network priority required to meet media and distribution outlet deadline requirements

### SEAMLESS ACCESS FOR CLUB OPERATIONAL NEEDS

- Wi-Fi accelerates efficiencies in the service delivery chain (concessions, merchandising, ticketing), increasing overall convenience and driving an enhanced venue experience for the fan.

To service these constituents, venue owners/franchises will require a comprehensive Wi-Fi system that ensures suitable network bandwidth to enrich the in-venue experience for all. The Extreme Networks Wi-Fi system substantially meets these demands.

## Purview Wi-Fi Analytics Capabilities

Extreme Networks provides deep insight and intelligence into the mobile application usage patterns of Wi-Fi connected users during sporting events via its Purview analytics platform. Mobile Data-in-transit inspection is applied to fan generated network traffic providing time-based analytics on anonymous Wi-Fi usage. Real time collected data includes, but is not limited to, connected fan counts, bandwidth consumption by Apps and fans, and the most popular Apps or websites visited by fans during the event. The Purview Wi-Fi Analytics can also provide marketing insight into the success of generated campaigns while baselining and monitoring



OFFICIAL WI-FI ANALYTICS PROVIDER OF THE NFL

the effectiveness of fan engagement on franchise developed digital platforms.

The Purview solution is the cornerstone of Extreme Network's distinction as the official Wi-Fi Analytics Provider of the NFL.

INCLUDED ELEMENTS WITHIN STADIUM WI-FI SOLUTION	
Wi-Fi Types of Applications Supported	Live Video Fantasy Stats Social Media In Seat Concession Ordering Merchandising Ticketing POS
Video Application Delivery Methods	Unicast & Multicast (with Network Coding)
Network Infrastructure Components	Wireless Access Points (Indoor & Outdoor) Wi-Fi Antennas (Stadium, Directional & Omni) Wired Switch Access Layer Core Routing of Network Traffic User Authentication Services Ongoing Maintenance of Wi-Fi Solution
Network Management	Network Configuration Game Day Wi-Fi Templates Wi-Fi Application Usage Reports Network Statistics and Reporting
Professional Services	Wi-Fi and Network Design Services Implementation Services Network Tuning Game Day Support Documentation Technical Solution Training Ongoing Support Wi-Fi Coach Training Program



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