

Purpose-Built Networking for the Connected Stadium



Public Venue Solutions

Today's sports brands and their venues must meet the dramatically evolving business challenges and customer expectations by:

- Delivering a Safe and Augmented Fan Experience
- Achieving Operational Efficiency and Seamless Event Management
- Supporting and Complementing In-Venue Digital Ecosystem

Extreme Networks partners with professional sports, collegiate athletics, racing and other entertainment organizations to advance their specific business and technology needs.

Utilizing our purposely engineered IT networking solutions for high-density venues and proven deployment methodologies, our dedicated Sports and Public Venues business unit enables sports organizations to accelerate their digital transformation efforts and deliver an immersive fan experience that aligns with their unique goals.

Five Reasons to Advance Your Venue Experience with Extreme Networks

- 1 Connectivity**
 Wi-Fi 6 connectivity via purposely engineered APs for the needs of venue environments, with flexible mounting options that maintain venue aesthetics. Deliver fans peak performance from the parking lot to the seat, supporting high-bandwidth mobile/application usage. Ensure critical uptime of all back-of-house staff and devices (PoS, ticketing, digital signage, and more).
- 2 Centralized Management**
 Wired and wireless management from a single pane of glass. Role-based policies for seamless user/device onboarding and network access. Pre-configure network settings on an event-to-event basis to further streamline operational and event management requirements for multi-use environments.
- 3 Analytics**
 Actionable business and marketing intelligence surrounding application, device, and user engagement trends; detailed understanding of mobile behaviors and preferences to enable in-venue digital programs, targeted re-marketing campaigns post-event, and team sponsorship activities. Determine fan adoption and usage metrics of team and venue loyalty applications.
- 4 Converged Network**
 Strong wired switching backbone to support today's heightened bandwidth requirements. Agile, resilient, and secure infrastructure to connect all essential back-of-house IP systems: digital signage, surveillance systems, CCTV, HVAC, and more.
- 5 Carrier Offload**
 Use of carrier offload to subsidize the upfront capital cost of a Wi-Fi solution. This functionality allows venues to automatically identify and connect specific carrier subscribers, ensuring quality of service in venue environments.

Delivering safe, quality, connected in-venue experiences while supporting the critical demands and future needs of sports brands and their venues.



Application Demands

- Team/Venue App Prioritization
- Contactless Payment Readiness
- In-Seat Ordering and Delivery



Operational Demands

- Enabling Digital Ticketing and Entry
- Mobile Point of Sale
- IP Surveillance Systems



Digital Ecosystem Demands

- IPTV and Digital Signage
- Wi-Fi Captive Portal Integration
- AR/VR Technologies