



Making Wireless an Indoor State of Mind



## ▶ ALLTEL Stadium

### Stadium Provides Permanent High Capacity Wireless System to Enhance User Experience At Large-Scale Events



ALLTEL Stadium is no stranger to large-capacity crowds. Situated on 10 acres and boasting over 76,000 seats, Jacksonville's stadium is located in downtown Jacksonville inside the Sports and Entertainment Complex. Home of the NFL's Jaguars, the stadium also plays host to numerous sporting and entertainment events

including NCAA football, concert acts and other public events. Recently, ALLTEL Stadium served as the site of 2005's Super Bowl XXXIX and in 2007 was the host to the NCAA National Championship game.

Patrons of venues such as ALLTEL Stadium increasingly want to use their wireless devices to locate one another, communicate with business associates or simply share the experience with friends and family. However, enabling wireless service in a football stadium presents challenges since the heavy concrete and steel construction used to build the facility creates a barrier to outside RF signals.

While COW (cellular on wheels) antennas provided adequate coverage, SMG realized that they were not only a short-term fix, but also large and unsightly. Most importantly, SMG recognized that ALLTEL Stadium employees needed wireless coverage for their 802.11-enabled laptops, a requirement that COWs could not address.

"We sought to deploy a wireless communications infrastructure to handle the demand of the premier sporting event," said Robert Downey, General Manager of SMG. SMG's goal was to implement a permanent wireless system at ALLTEL Stadium that could support both straightforward voice and data services as well as Wi-Fi access.

### The Solution

To address its requirements at ALLTEL Stadium, SMG engaged Gulf Coast Real Estate Consultants, who served as the integrator for the MobileAccess in-building wireless solution deployed at Reliant Park, the host of the 2004 Super Bowl. Given the demonstrated success at Reliant Park, Gulf Coast once again turned to the MobileAccess Universal Wireless Network.

### The Company ▶▶▶▶

Jacksonville Florida's football stadium and sports complex serves as home to the NFL's Jacksonville Jaguars, host of the 2005 Super Bowl, and several other high-visibility events.

### Challenges ▶▶▶▶

- ▶ Enable multiple current and future wireless carrier services and applications
- ▶ Eliminate the need for temporary and unsightly Cellular on Wheels (COWs) antennas
- ▶ Accommodate the wireless needs of stadium capacity crowds

### Benefits ▶▶▶▶

- ▶ Single infrastructure support for multiple wireless services including Wi-Fi
- ▶ Permanent in-building wireless coverage solution
- ▶ Robust and scalable capacity for high-demand usage

The MobileAccess solution is a permanent, high-capacity in-building wireless system that enables ALLTEL Stadium patrons and staff to use their wireless phones, BlackBerry devices, Wi-Fi enabled laptops and PDAs, pagers or two-way radios anywhere within the stadium and sports complex. The solution eliminates the need for COWs, and provides a flexible and scalable infrastructure to support other wireless operators and services.

The MobileAccess Universal Wireless Network delivers pervasive, enterprise-class coverage for multiple wireless voice and data services. While the initial system supports Nextel and Sprint PCS wireless services as well as 802.11 capabilities, SMG can readily add services without the need for additional infrastructure or disruption to existing services.

In addition to providing an amenity to stadium patrons, the MobileAccess platform enables SMG to generate a revenue stream through agreements with wireless carriers who agree to pay for access to the tens of thousands of wireless users inside the facility.

ALLTEL Stadium employees also benefit from the increased convenience and enhanced productivity gained by having Wi-Fi capabilities.

The solution has even drawn praise from Jacksonville Jaguar players and personnel who now enjoy seamless wireless coverage anywhere inside or around ALLTEL Stadium including the parking lot, locker room, field and other areas within the facility.

### About MobileAccess

MobileAccess Networks is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company's intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The MobileAccess Universal Wireless Network delivers business-quality performance, scalability, security and signal reliability to more than 1000 customers, including Aladdin Resort and Casino, ALLTEL Stadium, American University, Clarian Health Partners, Hearst Corporation, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit [www.mobileaccess.com](http://www.mobileaccess.com).

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*"We have installed a system in Jacksonville that is providing our customers a robust and permanent infrastructure capable of supporting the wireless capacity requirements of a Super Bowl crowd throughout the ALLTEL Stadium and the Sports Complex."*

Robert Downey  
General Manager of Spectator  
Management Group (SMG)

