

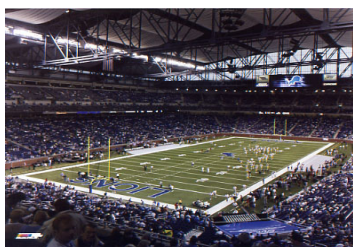


Making Wireless an Indoor State of Mind



► Ford Field

Ford Field Stadium Kick-Starts SuperBowl XL with Wireless Connectivity for Staff, Fans and Media



Built into the historic Old Hudson's Warehouse from the 1920's, Ford Field Stadium sits in the heart of Detroit, Michigan's entertainment district and hosts year-round sporting events, concerts and corporate meetings. The \$500 million event complex entertains an estimated 1.5 million attendees every year and fills 65,000 seats on game days. Completed in 2002, Ford Field hosted Super Bowl XL in 2006.

Working closely with Gulf Coast Real Estate Consultants, a wireless infrastructure integrator, Ford Field executives wanted to provide fans, event planners, media and tenants with always-on wireless connectivity throughout the vast complex. With enhanced wireless access, vendors and tenants could improve operations, reporters could instantly communicate from the press room and fans could share their game day excitement with friends. Stadium executives realized that wireless was a 'must have' amenity that would attract high-profile events to the stadium and improve the event experience for everyone.

"As host to Super Bowl XL and multiple large events throughout the year, Ford Field wanted to deploy a wireless infrastructure able to handle the high-capacity requirements and reliable communications demands of these world-class events. Along with event staff who depend on wireless connectivity for safety and communications, attendees expect reliable service throughout the stadium," said Julio Dumas of Gulf Coast Real Estate Consultants.

To achieve their goals, stadium executives wanted to ensure wireless coverage for multiple wireless operators and a variety of mobile devices and they wanted to provide Wi-Fi services inside the press room. However, achieving complete wireless connectivity throughout the stadium was challenging because of the venue's heavy steel and concrete construction and cavernous interior, which impeded external wireless signals from entering the stadium. In addition, stadium executives also wanted to simplify routine maintenance while assuring maximum uptime during peak capacity events. And they preferred a single solution so that staff could avoid managing multiple infrastructures which would help reduce operating expenses and overall staffing requirements.

Lastly, with wireless technology changing daily, Ford Field's IT team wanted a flexible wireless infrastructure in order to accommodate emerging wireless services without completely new networks for each service. Also, keeping up with 'hot' new wireless technologies had to be both seamless and cost-effective, preventing disruptions to event schedules and stadium operations.

Seeking a comprehensive in-building wireless solution, the Ford Field executive team created an extensive list of wireless requirements that would address their current and future wireless needs and position the stadium as a world-class venue.

The Company

Situated in the heart of Detroit's historic downtown, Ford Field Stadium hosted Super Bowl XL in 2006 and encompasses 1.85 million square feet, entertaining sell-out crowds of 65,000 on game days.

Challenges

- Address the wireless voice, data and Wi-Fi needs of staff, media and peak capacity crowds
- Cost-effectively add future wireless services at any time, without impacting operations
- Control infrastructure operating costs
- Generate new business using the latest wireless applications

Benefits

- Single platform supports multiple wireless services and Wi-Fi over a common cabled infrastructure
- Wire-it-Once™ infrastructure accommodates new wireless services without costly installation of parallel networks
- Housing intelligent components in wiring closets optimizes management and prevents disruption

The Solution

Following thorough analysis, the Ford Field management team selected the MobileAccess Universal Wireless Network for its proven track record in delivering wireless coverage at large scale Super Bowl venues. MobileAccess offered the perfect combination of multi-service capabilities and future-proof flexibility.

The MobileAccess Universal Wireless Network simultaneously delivers pervasive, high-capacity wireless coverage for all the stadium's wireless services, and even Wi-Fi services with a single, unified infrastructure. Its modular Wire-it-Once™ architecture delivers all of the stadium's wireless services, including cellular voice and data and Wi-Fi to a common set of discrete antennas, over a scalable hybrid fiber-coax cabling infrastructure. This eliminates the need for costly separate, parallel networks for each wireless service. And by clustering all managed network elements and Wi-Fi access points together in wiring closets, the MobileAccess solution prevents disruptions, improves physical security and reduces operational expenses because routine maintenance occurs in closets instead exposed public spaces.

In addition to meeting Ford Field's current wireless requirements, the MobileAccess solution's highly-flexible, modular architecture allows IT staff to seamlessly add virtually any combination of wireless services at anytime, simply by adding the appropriate wireless service module in wiring closets. No parallel networks are required and IT managers can monitor services and equipment in real-time with end-to-end proactive management. The result is a cost-effective and future-proof wireless network that accommodates fans, media and tenants as their wireless needs change over time, without affecting event schedules or operations.

By selecting the innovative MobileAccess wireless solution, Ford Field is poised to attract high-profile events and can continue to 'wow' fans, staff and media for years to come.

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.

“MobileAccess has demonstrated time and time again that the Universal Wireless Network is capable of supporting the multiple wireless services needed for an event of this scale and able to ensure that capacity crowds are able to stay connected no matter where they are in Ford Field.”

*Julio Dumas
Gulf Coast Real Estate*

8391 Old Courthouse Road, Suite 300

Vienna, Virginia 22182 USA

Phone 866.436.9266 or 703.848.0200

Fax 703.848.0280

Email info@mobileaccess.com

www.mobileaccess.com

