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### **Phoenix Stadium Turns to MobileAccess**

By Monica Allevan

Thousands of fans will be at Super Bowl XLI in Miami on Feb. 4, but MobileAccess Networks won't be there. At least, not officially as a vendor.

While the company has outfitted numerous stadiums for wireless connectivity, the Miami stadium is open air, so the need for a beefed-up network is not as great. However, the company already has done its part to ready the University of Phoenix Stadium, site of the 2008 Super Bowl. Along with Cellular Specialties Inc. (CSI), MobileAccess worked with the Arizona Cardinals to ensure better coverage for Alltel, Sprint Nextel, Cingular Wireless, Verizon Wireless and T-Mobile USA services and provide WLAN connectivity and improved reception for radio systems used by public safety.



"We knew we would have to do some type of amplification in the stadium, and we also knew we wanted to make this the most technologically advanced in the country," says Mark Feller, senior director of technology for the Arizona Cardinals.

The facilities that MobileAccess outfits typically are made of a lot of concrete and steel, the usual impediments to RF, and the company's engineers go into buildings after they have been built. Fortunately for the Phoenix stadium officials, they planned the wireless deployment along with construction of the stadium.

Such a deployment can work both ways - while it sounds more convenient for the companies deploying the systems to go in while the facility is being constructed, it also means working around the general contractor's schedule, notes Cathy Zatloukal, president and CEO of MobileAccess Networks.

While voice remains a big application, fans also can use the data connections to get stats on players and information on other games that are critical, she says. Plus, there are no doubt countless applications that have yet to be discovered.

Outside of sporting events, the stadium uses the wireless connections for conferences and merchant events, such as a recent food show that featured a cyber café, Feller says. Like other venues, the Phoenix facility has a revenue-sharing plan with operators.