

# Cisco Connected Stadium

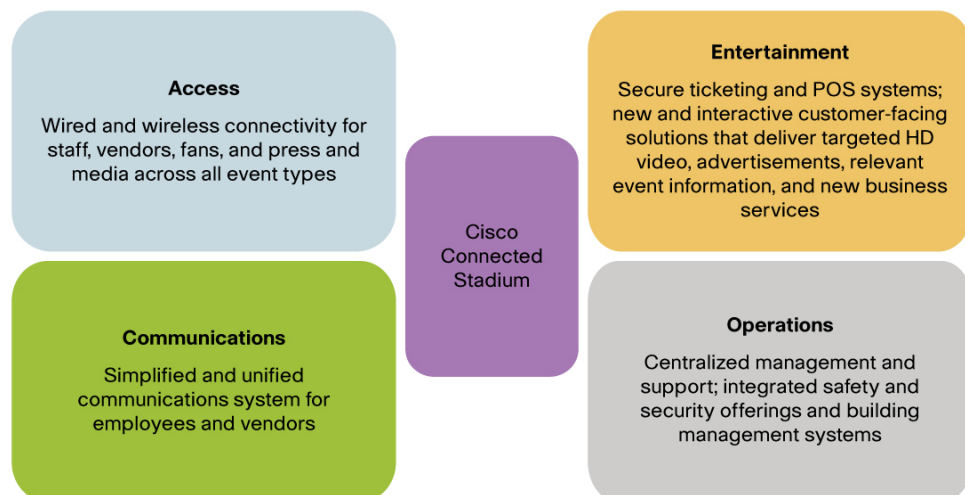
## A Single Network for Innovation and Growth



After 3000 years, the concept of a sports and entertainment stadium is changing. Stadiums no longer serve as only the iconic backdrop for live events. They play a crucial role in connecting patrons with their passion in entirely new ways and provide new and unique business opportunities for property owners and their partners.

The Cisco® Connected Stadium is a highly scalable, secure network designed specifically for sports and entertainment venues to bring together all forms of access, communications, entertainment, and operations onto a single innovative platform. The solution provides a media-ready infrastructure that is optimized for video distribution and can be leveraged for integrated communications and collaboration, mobile services, as well as safety and security to accommodate all aspects of the business.

**Figure 1.** Connected Stadium Solution



Prominent venues around the world such as Ireland's Croke Park, Florida's Sun Life Stadium, and Texas' Cowboys Stadium are already using the platform to capitalize on these opportunities to enhance the fan experience, generate new revenue streams, and increase operational efficiencies throughout the venue.

The power of this single platform delivers the capabilities required by employees, vendors, fans, and business customers.

### **Pervasive Access**

Providing wired and wireless access is not only a convenience but a core business requirement by staff vendors, business customers, press, and even guests. The Cisco Connected Stadium can also be a differentiator and competitive advantage by providing a powerful infrastructure that can connect an entire value chain for greater visibility and management to reduce costs. And on game day, it puts the fans in the heart of the action, with access to relevant event information, new services such as video, and other fans. It can even turn an event facility into a business meeting center, generating new revenue streams.

### **Fan-Centric Experiences and Entertainment**

Cisco Connected Stadium creates the foundation for delivering the ultimate fan experience. From more efficient ticketing to the delivery of immersive high-definition (HD) video to displays throughout the venue, fans are placed at the center of the experience. Guests in luxury suites are even empowered to create their own unique viewing experiences, taking advantage of unique camera angles and additional programming.

Fans benefit from more targeted, relevant and customizable messages and promotions. Advertising is targeted to fans in specific areas of the stadium. Digital menu items and pricing are quickly updated making it easier than ever to match concession, merchandise and point-of-sale offers with fans' needs for each unique event.

### **Communications**

Today's workers expect to be totally connected at all times, and they need access to the most effective communications method whether they are sitting at their desks or moving through the venue. Cisco Connected Stadium enables unified communications so sports and entertainment venues can facilitate collaboration - regardless of where, how, or when users are connected - empowering staff and vendors with a wider choice of communications options.

### **Optimized Operations**

Safety and order are essential to creating a satisfying event experience for employees and patrons on event days. The Cisco Connected Stadium platform enables integrated video surveillance, event notification, and communications for superior situational awareness, enhanced response mechanisms for first responders, and real-time directional messaging (exits, emergency broadcasts, etc.) through signage to contribute to crowd control.

Cisco Connected Stadium reduces ongoing network support costs and streamlines processes by utilizing a single platform for all building management systems. This intelligent platform proactively monitors building systems and energy usage to reduce operating expenses and begin creating a zero-carbon-footprint facility.

### **Cisco Services for the Cisco Connected Stadium**

Optimize the business value of your Cisco Connected Stadium investment with smart, personalized services from Cisco. Cisco Services for the Cisco Connected Stadium solution incorporates architecture planning, solution design, and implementation services. These services are designed to help facilitate a smooth deployment and ongoing maintenance of the solution, including hardware coverage and software upgrades.

### **Help Protect Your Investment for the Future**

The Cisco Connected Stadium solution enables venues to realize new and expanded revenue streams by providing technologies and solutions that enable customization of the venue and encourage fans to arrive earlier, stay later, and spend more while there.

In addition, the convergence of applications, devices, and solutions onto a single, scalable, flexible Cisco Connected Stadium platform optimizes the ability of a venue to more rapidly deploy solutions, features and technologies that enable them to capture existing and new business opportunities. And because the design provides a foundation on which a variety of solutions can be deployed, the Cisco Connected Stadium solution helps ensure investment protection for the long term while enabling venues to innovate at their own pace - adding new solutions and services when desired to adapt to changing markets and fan needs.

To learn more about Cisco Connected Stadium solutions, visit <http://www.cisco.com/web/strategy/sports> or contact your local Cisco account representative.



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