
boingo
wireless
5G Playbook for Stadiums & Arenas
How leading sports and entertainment venues are using cutting-edge wireless networks to transform their business
#WirelessSimplified

Introducing the 5G Playbook from Boingo Wireless

Wireless technology can help boost revenue, streamline operations, and wow fans. But where do you start?

Start here. This playbook features real-world case studies from leading sports and entertainment venues using Distributed Antenna Systems (DAS), Wi-Fi and private 5G networks from Boingo Wireless to innovate and transform their business. Consider this your go-to resource for all things 5G.

Click to connect with a 5G specialist



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WASHINGTON COMMANDERS

Scoring big with cutting-edge training

The Washington Commanders are an NFL franchise with three Super Bowl titles. Founded in 1932, it is now one of the most valuable franchises in the league. The team's training facility and headquarters are located in Ashburn, Va.

CHALLENGE

The Commanders wanted to leverage the latest player training technologies for improved performance, injury prevention and optimized recovery. But the team's practice facility lacked a high-speed, high-bandwidth wireless network to efficiently run biometric and data analytics applications.

SOLUTION

Boingo Wireless designed, built and deployed one of the first Wi-Fi 6 networks for an NFL practice facility. Wi-Fi 6 delivers enhanced coverage, capacity, speed and performance in demanding environments.

OUTCOME

Boingo's state-of-the-art network pushes the Commanders' coaching staff beyond the whiteboard and innovates player training beyond the field. The network significantly improves player performance tracking by connecting everything from digital scouting systems to player injury analysis. A wide range of applications can be enabled, including heart rate monitors, accelerometers and high-speed cameras.

GO DEEPER

Watch the video.

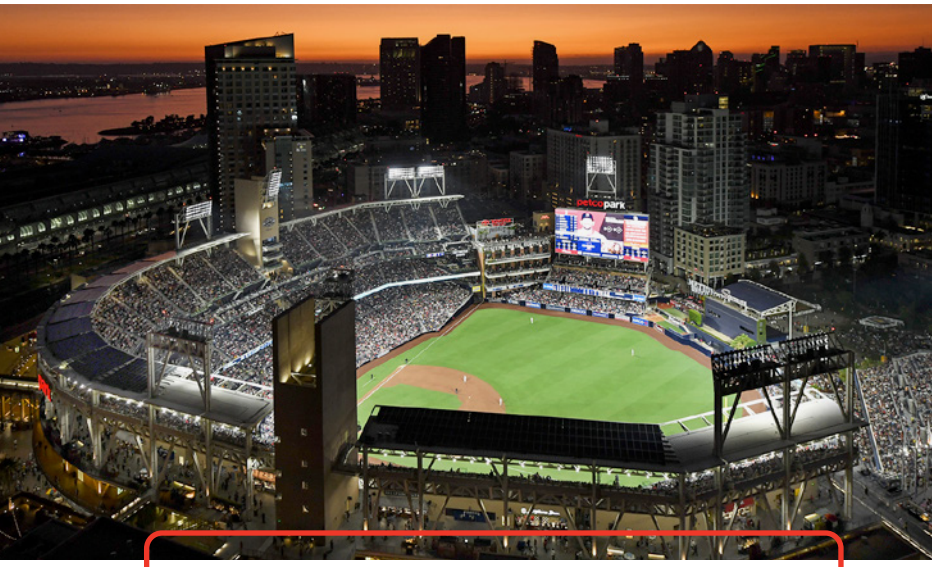


> **In professional football, the difference between success and failure is razor thin. That's why we're always looking for a competitive advantage, and why we partnered with Boingo.**
>
> **John Winborn**, Commanders VP of Information Technology

PETCO PARK

Boosting revenue with frictionless mobile payments

Home to the San Diego Padres, Petco Park is a Major League Baseball stadium located in downtown San Diego. In addition to hosting 42,000 fans at sporting events and concerts, the stadium includes a 2.7-acre community gathering space called Gallagher Square.



> **Having a reliable, secure network in place makes the purchasing process at Petco Park completely frictionless—which is great for fans and great for our business.**
>
> **Ray Chan**, Padres VP of Information Technology

CHALLENGE

Poor network connectivity inside Petco Park's Gallagher Square meant the Padres were missing out on sales. Network outages caused credit card machines to go down, creating long lines and impacting revenue.

SOLUTION

Boingo designed and deployed a private cellular network to isolate operational traffic from the stadium's public cellular and Wi-Fi networks. The private network ensures critical applications like mobile payment systems can run smoothly and are not affected by the congestion and traffic of a public network.

OUTCOME

Petco Park has more than 1,000 staffers on game day. The Boingo private network connects staff iPads to facilitate seamless and secure mobile payments for concessions and merchandise using credit cards, Apple Pay and Google Pay. Providing a reliable, high-speed, and secure operational network has boosted revenue and improved the fan experience.

GO DEEPER

Watch the video and read the extended case study.

Boingo Private Network delivers:

↑ 10%
up to 10% increase in food, beverage and merchandise revenue

↓ 30%
average reduction in queuing wait times for concessions and merchandise

↓ 50%
average reduction in line abandonment for concessions and merchandise

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SOLDIER FIELD

5G kicks off in Chicago

With a capacity of 63,500, Soldier Field is home to the Chicago Bears and hosts an array of sporting, entertainment and community events each year. First opened in 1924, the historic venue is one of the most iconic stadiums in the world. A tech-forward venue, the first commercial cell phone call was made from Soldier Field in October 1983.

CHALLENGE

A Boingo partner since 2005, Soldier Field saw the importance of wireless connectivity even before the release of the first iPhone. To stay at the forefront of innovation, the stadium desired to upgrade its networks for the 5G era.

SOLUTION

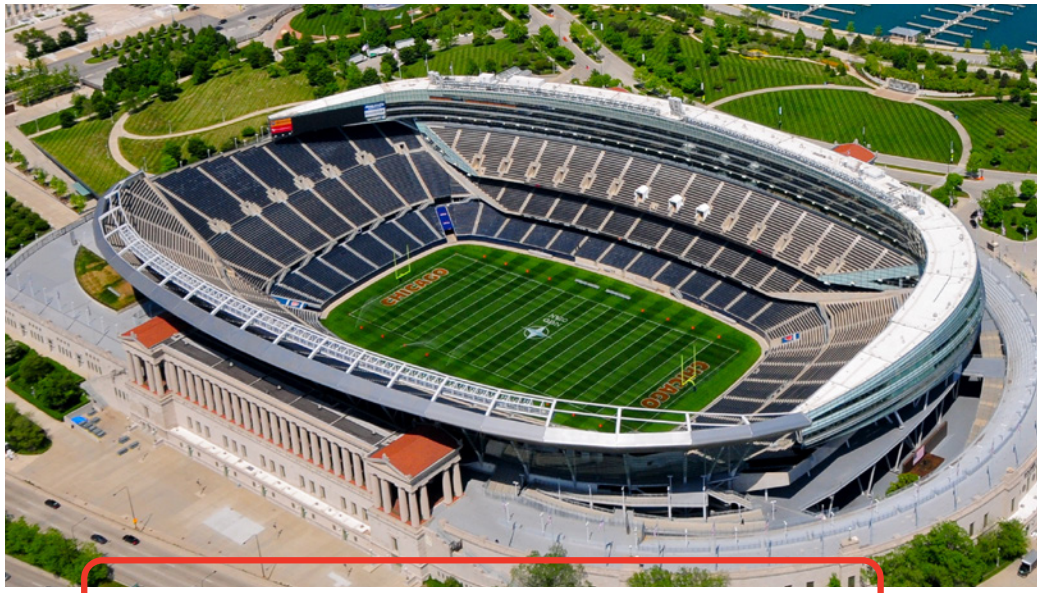
Soldier Field became one of the first NFL venues to launch 5G. The monumental rollout provides the blazing fast speeds and low latency required to power next generation fan experiences. The 5G network complements existing Boingo LTE, Wi-Fi and Passpoint services supported by neutral host small cells, iDAS and oDAS solutions.

OUTCOME

From mobile ticketing to live streaming, Soldier Field's 5G partnership with Boingo brings fans, staff and teams into the future. Boingo's neutral host model supports all Tier One carriers to provide all fans with superior connectivity, regardless of their wireless provider.

GO DEEPER

Read the extended case study.



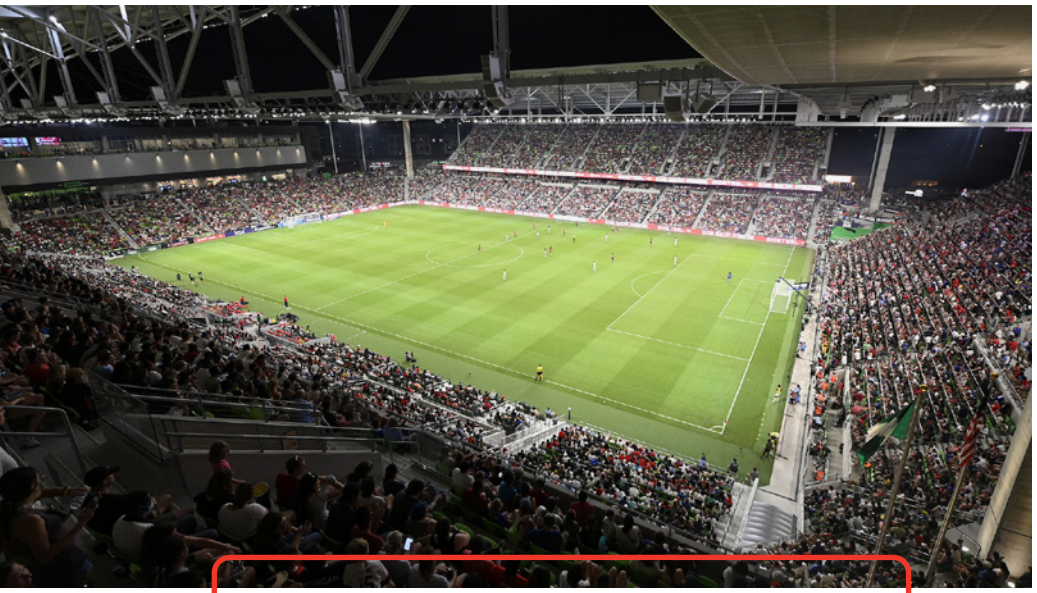
> **The definition of a connected stadium is constantly evolving, but with Boingo by our side, Soldier Field stays ahead of trends to deliver an incredible mobile experience. Our Wi-Fi and cellular connectivity is fast, reliable and amplifies Soldier Field events — whether it's game day for the Chicago Bears or Chicago Fire, or a sold out concert for today's biggest performers.**
>
> **Luca Serra**, ASM Global Director of Sponsorship & Media

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Q2 STADIUM

Creating a fan focused wireless experience

Home of Major League Soccer's (MLS) Austin FC, Q2 Stadium is one of the most tech-forward, modern and ecofriendly sports and entertainment venues in North America. In addition to Austin FC, this 20,500-seat multipurpose, open-air stadium hosts a variety of sports events, concerts and community activities annually.



> **We selected Boingo to achieve our tech-forward objectives and keep guests connected during all stadium events, notably on matchday.**
>
> **Andy Loughnane**, Austin FC President

CHALLENGE

To deliver an exceptional fan experience centered around hospitality and connectivity, Austin FC had a critical need for reliable cellular and Wi-Fi service.

SOLUTION

Boingo designed, installed and manages a converged network that combines a high-density DAS with Wi-Fi 6. Passpoint technology makes Wi-Fi connectivity even more seamless and secure.

OUTCOME

Boingo's DAS and Wi-Fi 6 solution brings sports action from the field to fans' devices with a neutral host model that can support all Tier One carriers. The network boosts wireless coverage, capacity, speed and performance in a dense and demanding environment. With super-fast download and upload speeds, the stadium facilitates quick mobile ticketing experiences and a fast checkout for concessions.

HOLLYWOOD BOWL

VIP network for VIP performers

Los Angeles' Hollywood Bowl, "the world's largest natural amphitheater," has been Southern California's premier destination for live music for over a century. The iconic entertainment venue has hosted musical greats from the Beatles to Billie Holiday and promotes performing arts throughout its diverse programing.

CHALLENGE

VIP performers require a VIP Wi-Fi network, separate from the guest network to seamlessly manage back-of-house operations without worry of congestion.

SOLUTION

Boingo Wireless installed a Wi-Fi network for performers that is isolated from the public network for private, secure and seamless connectivity without interference. The closed network complements the high-density, high-capacity guest Wi-Fi used by tens of thousands of concert goers. Both networks feature Boingo's SMART Wi-Fi technologies for a great user experience with high speeds and low latency.

OUTCOME

Hollywood Bowl has been named one of the 10 Best Live Music Venues in America by *Rolling Stone* magazine.With a dedicated network, performers can focus on delivering a world-class experience for their fans.



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DELTA CENTER

Connecting first responders and critical communications

For over 30 years, Delta Center has served as the go-to sports and entertainment hub for Salt Lake City. The 18,000-seat arena is home to the Utah Jazz and hosts iconic concerts and events, including the 2023 NBA All-Star Game.



> **People want to feel safe when they come to venues like this. They need to know that safety is our first priority and by utilizing technology we can take care of that.**
>
> **Jim Olson**, Utah Jazz & Delta Center President

CHALLENGE

Fan health and safety is a top priority for Delta Center. For critical situations, it is imperative that first responders such as police, fire and medical personnel can communicate effectively via a reliable wireless network to coordinate an immediate response.

SOLUTION

Boingo designed, installed and manages a public safety DAS, which operates specific radio frequency (RF) bands allocated exclusively for public safety communications. It operates alongside the commercial DAS, which boosts cellular coverage for fans and staff.

OUTCOME

The DAS networks provide Delta Center with a converged communication solution. First responders can effectively communicate with one another during an incident while fans enjoy a seamless mobile experience.

GO DEEPER

Watch the video.

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YOUR STADIUM'S WIRELESS MVP

Why partner with Boingo Wireless?

Boingo is a leader on and off the field, helping our venue partners realize their vision of the connected fan experience with future-proofed networks that stay ahead of the game.

Unmatched expertise.

For more than 20 years, Boingo has been a pioneer in wireless connectivity. No one has more experience in indoor DAS and Wi-Fi at major venues than Boingo. **No one.**

Complexity, simplified.

Let's face it - wireless connectivity is complex. Simplifying that complexity is our special sauce. We'll work to understand your pain points and vision, then design a solution that delivers.

We're Switzerland.

Our cellular networks are "neutral host" - which means they are designed to ensure **all** guests have a great experience. We have deep relationships with all Tier 1 carriers, which can help defray the costs of licensed cellular infrastructure.

One stop shop.

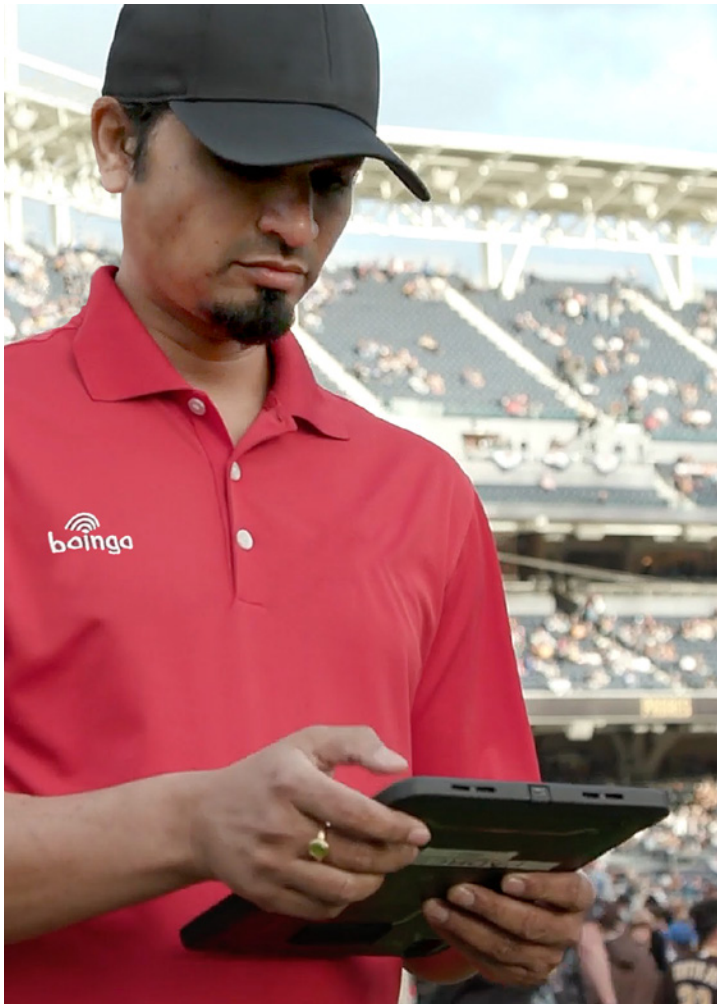
We design, install and manage DAS, small cell, Wi-Fi, private 5G and macro towers. No matter what your wireless needs, we offer a comprehensive, end-to-end solution.

An eye on the future.

From AI and robotics to micro betting and AR/VR, Boingo ensures that networks are designed to power what's next in live entertainment and sports.

Winning teams trust Boingo.

Major league sports and NCAA teams across basketball, football, baseball and soccer turn to Boingo to ensure a great fan experience and seamless operations.



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LET'S GET STARTED

Put the play into action with Boingo 5G solutions

TAKE THE NEXT STEP

Interested in teaming up? Email us at **sports@boingo.com** and visit **boingo.com/sports-and-entertainment/.**



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#WirelessSimplified

Boingo Wireless, Inc. simplifies complex wireless challenges to connect people, business and things. We design, build and manage converged, neutral host public and private networks at major venues around the world. Boingo's vast footprint of distributed antenna systems (DAS), Wi-Fi, small cells and macro towers securely powers innovation and connectivity in airports, transit stations, stadiums, military bases, hospitals, commercial properties and enterprises worldwide. Learn more at boingo.com. © 2024 Boingo Wireless

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