

Above the Crowd with High Capacity Wi-Fi

Stadium Wi-Fi is Challenging


Providing reliable wireless connectivity in large, highly dense event venues remains a huge challenge. Fans and visitors have come to expect mobile data access anytime, anywhere, but most carriers and venues struggle to deliver reliable connectivity in such dense environments. And even when users get connected, there can be problems downloading basic information from overloaded networks.

The rapid adoption of 4G-capable smartphones and tablets has only raised attendee expectations and increased the magnitude of the challenge. To alleviate the problem, many carriers partner with event venues to leverage the venues' Wi-Fi networks to offload data from their cellular networks. This can only work well if the venues' Wi-Fi solutions can provide reliable, high-performing access in these dense environments.

Engage Every Fan, Everywhere

Sports fans can access player and game stats in real time. Instant replays enhance fans' experience and ensure that they don't miss key plays while standing in line at concession stands. Venue maps and navigation allow fans to quickly locate restrooms or the nearest food stand or memorabilia store. And mobile ordering reduces concession wait times.

In addition, a reliable wireless network allows event venues to improve their operational efficiency with applications like mobile ticketing, wireless point-of-sale (PoS) terminals, and voice communications.



Nationals Park, home of the Washington Nationals Capacity 42,000

"We made a decision early on that the park's wireless infrastructure would offer an unprecedented range of applications and a fan experience that you couldn't get anywhere else. Wireless has reached a point where it is not only as reliable as wired networks, but there are things you can do with it that couldn't be done at all with wired."

— Jason Zachariah, Director of Information Technology



Solution Benefits

- **Engage Every Fan**
Leverage Gigabit-capacity access points and patented channel-layering technology to reliably deliver the Wi-Fi experience and innovative applications fans want.
- **Differentiate Service**
Offer different levels of service based on loyalty level or type of application.
- **Increase Sales**
Improve the fan experience and increase concession sales by deploying mobile concession applications.
- **Improve Efficiency**
Deploy reliable mobile ticketing, communications, and other innovative mobile applications to improve staff productivity.
- **Reduce Costs**
Leverage patented RF virtualization technology and proactive management tools to simplify deployment and reduce the ongoing IT burden.

Meru's Virtualized Wi-Fi Is Powerful, Fast, and Consistent

Our patented single-channel, virtualized WLAN means that your Meru network can handle thousands of concurrent connections. Better yet, those devices keep a consistent connection as they move about your facility. To each mobile device, it looks like there is one big virtual access point, and they always stay connected to it. The magic of the Meru System Director OS seamlessly makes all the decisions in the background, so fans stay connected, even where they don't expect it.

With Meru Identity Manager, you can onboard, connect, and authorize any device with privileges you select, and keep the engagement going long after the final out, or the final whistle. Your Big Data initiatives are fulfilled in part by the power of Meru solutions, which enable monitoring of the health of your network and the devices on it. In sports marketing, it's all about knowing your fan base and staying connected with them. Meru solutions make it happen.

Meru's Wireless LAN solutions allow densely populated stadiums, arenas, and conference centers to deliver a rich multimedia experience to users' mobile devices over Wi-Fi, and to reliably serve ticketing, concession, and other operational applications. Meru's unique RF virtualization technology outperforms the competition in densely populated environments and has been successfully implemented in large event venues around the globe. And Meru's solutions are simple to deploy and manage, substantially lightening the load on IT operations.

- **High Capacity Wi-Fi to Engage Every Fan**

Meru offers one of the highest capacity access points, capable of supporting 1.35 Gbps wireless traffic. Meru's patented channel-layering technology delivers more than twice the capacity of traditional Wi-Fi solutions, ensuring that fans experience reliable connectivity even during sold-out events.

- **Differentiate Service Based on Loyalty Level**

Meru supports several tiers of Wi-Fi service, allowing event venues to offer different levels of service based on loyalty level or type of application.

- **Increase Concession Sales**

Event venues can improve fans' experience and increase sales by deploying innovative mobile concession applications.

- **Improve Operational Efficiency**

Event venues can leverage the same Meru infrastructure to deploy applications such as mobile ticketing and communications to increase staff productivity and lower costs.

- **Reduce Deployment Complexity and Costs**

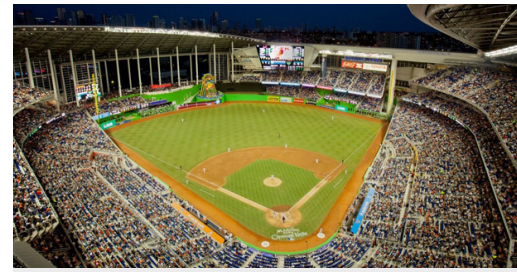
Meru's patented RF virtualization technology can cut the cost of planning and deploying Wi-Fi infrastructure in half. Comprehensive management and proactive troubleshooting tools enable IT to detect and fix connectivity issues before fans notice them, greatly reducing the ongoing IT burden and improving fan satisfaction.



Fenway Park, home of the Boston Red Sox Capacity 37,000

"Our old network simply wasn't capable of handling the influx of devices or meeting the demand for high-performance connectivity. Meru brought stability, reliability and simplicity to our wireless infrastructure. We can now not only tune the network for optimal performance and avoid outages, we can also scale to meet network demands and reduce management costs."

— Steve Conley, IT Director



Marlins Park Capacity 36,742

"We envisioned a network that would deliver a truly flawless Wi-Fi experience and the Meru virtualized wireless LAN architecture was the right choice to meet our needs."

— David Enriquez,
Senior Director of IT



About Meru Networks

Meru Networks (NASDAQ: MERU) is a market leader in the development of mobile access and virtualized Wi-Fi solutions. Meru's Mobile**FLEX** wireless architecture addresses the ever-growing need for higher bandwidth and higher client densities. The Meru Identity Manager solution greatly simplifies secure device onboarding and the company's unique Context-aware Application Layers enable dedicated channel assignments for specific applications, devices and usage scenarios. Meru customers include Fortune 500 businesses as well as leaders in education, healthcare and hospitality. Founded in 2002, Meru is headquartered in Sunnyvale, Calif., with operations in North America, Europe, the Middle East, Asia Pacific and Japan. Visit www.merunetworks.com or call (408) 215-5300 for more information.



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