

Connected stadium innovations around the U.S.



Connected stadium technology is helping to revolutionize how fans enjoy live sports and entertainment – whether on the gridiron, the court, the ice or at the speedway.

Here's where Verizon is partnering with leaders in the sports and entertainment industry to create intelligent stadiums and venues that produce outstanding experiences.

Football

- The NFL uses Verizon Managed Private Wireless to enable clear coach-to-coach communications for the League's 32 teams in all 30 NFL stadiums.
- Fox Sports leverages Verizon 5G Ultra Wideband to provide high-quality, immersive live broadcasts and reduce production setup time.
- The Tennessee Titans wanted to improve issues relating to congestion upon entry to the stadium, and combined Verizon's 5G Edge Accelerated Access with new express entry gates; fans could voluntarily opt in to use facial recognition technology to authenticate guests in real time, creating a "transformative, very secure experience."



Hockey

- The NHL and Verizon renewed their partnership together to continue bringing 5G and Edge Computing innovation to NHL arenas and fans.
- Verizon will be deploying private 5G in select NHL arenas and utilizing Verizon's 5G network technology and Mobile Edge Computing (MEC), the NHL can tailor solutions to meet specific business needs, delivering reliability, security, speed, and flexibility on and off the ice.
- While preparing to host the 2023 NHL All-Star Weekend, the Florida Panthers expanded the Verizon 5G infrastructure in Amerant Bank Arena to provide full 5G coverage throughout the venue.
- 5G coverage can also help enable connected stadium innovations like:
 - Crowd analytics
 - Accelerated access
 - Next-generation broadcast capabilities such as cloud-based video workflows
 - Multi-view camera systems
- Oak View Group deployed 5G Ultra Wideband and 5G to create intelligent stadiums that deliver unmatched fan experiences at Climate Pledge Arena, UBS Arena and Moody Center Arena.
- 5G connectivity enabled strong yet flexible foundation for a full range of live sporting and entertainment experiences



Auto racing

- Verizon 5G Ultra Wideband has helped the iconic Indianapolis Motor Speedway (IMS) deliver a thrilling and seamless fan experience and exceed fan expectations.
- Fans in the crowd can stream the race to see different angles and open a mobile app to engage with information about the race, including driver bios, statistics, recent news and video highlights.
- Gate entry uses mobile devices to help expedite the process and prevent congestion and stadium managers can gain real-time insights from concession stands about which stands need more stock to prevent service disruptions.
- Technology and real-time data are critical for drivers to go as fast as possible and provide a thrilling race for fans, and Verizon 5G Ultra Wideband powers that technology to help improve driver performance.
- Nearly a quarter of a million racing fans at the Formula One Crypto.com Miami Grand Prix benefited from a dedicated private wireless network solution that supported venue management solutions including ticket scanning, digital sign management, point of sale terminals for merchants and immediate uploads for photographers looking to cover the action as it unfolded.
- In parallel, the Verizon public network supported:
 - Verizon 5G Multi-View
 - The consumption of more than 42 TB of data by Verizon customers at the 2023 event
- NASCAR has partnered with Verizon to upgrade in-venue wireless communications services in its racetracks.
 - NASCAR fans will be able to enjoy improved connectivity at the races.
 - Drivers and their teams will benefit from smooth, reliable communications.



Learn more about how Verizon can help build the smart, connected stadium of the future.

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