athonet

a Hewlett Packard Enterprise acquisition

A Private LTE Network for major event connectivity

Music Festival Provides Hassle-Free Service for Vendors and Artists

The customer is the fifth largest music festival in the United States.

EVENTS

The fifth largest music festival in the United States hosts some 425,000 visitors over ten days each Spring. Patrons come to hear hundreds of A-list performers on more than a dozen stages, and Festival organizers also host dozens of food, beverage, crafts, and non-profit vendors to support the event.

The need, satisfied with the support of Bearcom and Athonet, a Hewlett Packard Enteprise acquisition, was to create a connectivity solution that reliably provides the high-speed cellular network service for operations, vendors and performers throughout the venue.

the solution

- **PRIVATE LTE NETWORK**
- **ATHONET EPC MOBILE CORE**
- **100 WIRELESS ROUTERS**
- **~ 2000 PRIVATE SIM CARDS FOR USER DEVICES**

the result

- Athonet's EPC mobile core was selected as the mobile core at the heart of the network
- 3 tower-mounted LTE radio heads
- The private LTE provider deployed the entire network within two days
- The solution ensure contention-free access to a robust cellular connection for the Festival's participants

INTRODUCTION

As a massive production, the entire event relies on wireless connectivity for everything from ticket scans to ATMs to point-of-sale systems and artist conveniences. In the past, connectivity had been supplied by commercial providers AT&T, T-Mobile, and Verizon. These cellular providers brought in portable cell sites to augment capacity.

Still, the public cellular networks were often overwhelmed by traffic from event visitors who shared music, videos, and other types of data over the air. Vendors, artists, and Festival employees often complained of dropped connections or slow service, and sometimes patrons had to wait while connectivity glitches at point-of-sale terminals or ticket scanners were resolved.

SOLUTION

In 2022, show organizers were determined to do things differently. Rather than rely on a wireless free-for-all as before, they wanted to take control of their wireless environment by using a private LTE network that would support only show operations, vendors, and artists. A private LTE network uses its own mobile core, transport radios, routers and user device SIM cards, so public network users don't have access. This solution would ensure contention-free access to a robust cellular connection for the Festival's participants.

The show organizers solicited proposals from three private LTE network vendors. BearCom, the chosen vendor, was given a very short window in which to plan and deploy the network. Typically, network vendors get 9-12 months to deploy a cellular network, but this project had to be completed in just eight weeks. Still, the private LTE provider met this tight schedule, deploying the entire network within two days so that everything was operational three weeks before the event started on April 29, 2022.

DESCRIPTION

BearCom selected Athonet's EPC mobile core as the mobile core at the heart of the network. This robust mobile intelligence center was easy to configure, and was delivered on a COTS server platform and was housed in a trailer on the Festival grounds. BearCom also deployed a temporary tower holding three LTE radio heads to deliver the wireless signal across the area. Throughout the Festival grounds, BearCom installed 100 wireless routers to deliver connectivity for all of the operational and vendor systems that would be used during the event. In all, some 2000 devices were connected via private SIM cards distributed before the Festival.

the result

BENEFITS OF DEPLOYMENT

In all, the network handled over five Terabytes of traffic during the 10-day Festival.

This solution provided significant benefits throughout the festival, as listed below.

- **Festival Operations** – The solution delivered contention-free LTE connectivity for fast, secure service that included ticket scanning, maintenance communications, security communications, and health services.

- **ATMs** – ATMs placed around the Festival grounds for patron convenience had secure, trouble-free connections over the LTE network.

- **Food and Beverage** – Vendors reported faster and more reliable connectivity that enabled them to serve customers more quickly and efficiently.

- **Crafts Booths** – Craft vendors saw welcome changes in reliability and speed when using their point-of-sale systems.

- **Artist Connectivity** – Artists and their families were able to upload videos and music for their fans before and after their performances.

CONCLUSION

Thanks to this solution, Festival organizers said that 2022 was by far the best connectivity experience they had ever had. They have set their sights on further enhancements for 2023 and beyond, including more wireless router deployments, more artist connectivity options, and the addition of wireless video surveillance cameras.

Athonet's mobile core platform delivered the scale, performance, and seamless connectivity the Festival needed to ensure that all operations worked smoothly so everyone involved could fully enjoy the music experience.

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Athonet is a leader in private cellular network technology delivering a mobile core to enterprises and communication service providers to connect applications, devices and radios.

With more than 18 years of experience in delivering 4G/5G mobile core solutions to customers and partners in every region of the world, Athonet supports key industries where network control, mobilty, security, performance, and cost are important for business outcomes.

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