

NRG STADIUM CHOOSES COMCAST BUSINESS TO DELIVER FREE FAN WIFI



State-of-the-Art Upgrades Bring Gigabit Speeds, Increased Network Capacity and a Better Fan Experience

HARRIS COUNTY STADIUM HOME TO HOUSTON TEXANS, HOUSTON LIVESTOCK SHOW AND RODEO

NRG Stadium is part of NRG Park, a 350-acre sports, convention, tradeshow and entertainment complex located in Harris County, Texas. It is the home stadium for the Houston Texans, a professional football team, as well as the Houston Livestock Show and Rodeo. With a seating capacity of over 72,000 seats, the multi-purpose stadium hosts a number of key events throughout the year, aside from football, including the Houston Livestock Show and Rodeo, international soccer matches, concerts, and more.

SCALABLE CAPACITY REQUIRED TO SUPPORT CHAMPIONSHIP-CALIBER FAN EXPERIENCE

In 2017, NRG Stadium is slated to host the Big Game in Houston in early February. In preparation, the organization sought to improve the entertainment experience by offering free, fast WiFi so fans would have a smooth experience when posting social media updates, and accessing the Houston Texans' mobile app for news, stats, and replays from their wireless devices.

"When we started the NRG Stadium project, we sought a championship-caliber WiFi solution that would benefit Stadium guests during games, exhibitions and concerts year-round, as well as during high-profile events like the Big Game," said Kevin Hoffman, executive director of the Harris County Sports & Convention Corporation.

To support the new WiFi service, NRG Stadium needed to add significant capacity to its network backbone.

COMCAST BUSINESS HELPS DIGITALLY TRANSFORM NRG STADIUM WITH 10 GIGABIT ETHERNET CONNECTION

After evaluating available options from other service providers, NRG Stadium chose Comcast Business for a multi-year agreement to provide Gigabit Ethernet services to NRG Stadium.

Comcast Business installed redundant 10 gigabit-per-second (Gbps) Ethernet Dedicated Internet (EDI) lines that connect the stadium's existing Local Area Network (LAN) to the public Internet, providing a reliable network connection that allows fans to use their mobile devices to stream, post updates and photos, and view videos using the stadium's free WiFi.

SITUATION

- Multi-purpose entertainment complex
- Stadium to host championship professional football competition in 2017

CHALLENGE

- Needed scalable capacity to provide fast, free WiFi access for fans

SOLUTION

- Comcast Business Ethernet Dedicated Internet
- XFINITY® from Comcast

RESULTS

- Free WiFi access for fans
- State-of-the-art entertainment

Fans will also be able to visit a brand new XFINITY X1 wall installation inside the stadium, which hosts multiple large screens that project other games, concert footage, and event info. Utilizing advancements made possible by the cloud and Comcast's extensive technology network, X1 combines customized apps, social media features and traditional video services to deliver a dynamic TV entertainment experience.

"Fast, reliable WiFi service is the foundation that will allow us to enhance the experience that our fans have on gameday through social media, live video, replays and other features available through the Texans app. Having Comcast Business on our team gives us confidence that we can provide an exceptional connectivity experience for our amazing fans and all NRG Stadium guests," said Jamey Rootes, president of the Houston Texans.

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Houston Texans