



PRESS RELEASE

Comcast
One Comcast Center
Philadelphia, PA 19103
business.comcast.com

Atlanta Hawks and Comcast Business to Keep Fans Connected at the All-New State Farm Arena

Comcast Business delivers 10 times the speed with nearly twice the coverage to fans, enabling dynamic connectivity and digital experiences at the transformed venue

ATLANTA – December 18, 2018 – [Comcast Business](#) today announced an agreement with the Atlanta Hawks Basketball Club to provide and manage the team's enterprise WiFi network at the new State Farm Arena. It will deliver 10 times the current speed and nearly doubles the number of access points that existed prior to the massive renovation.

The network will capably support Atlanta Hawks and State Farm Arena fans, increasing venue connectivity and creating more opportunities for unique digital experiences that fans crave at live events. Comcast Business' WiFi solutions will be highly scalable to meet the shifting network requirements necessary for the mixed-use facility. This optimizes internet speed and reliability no matter the crowd size or location within the arena, from the seating to restaurants and shops.

"We view renovation as innovation," said Marcus Wasdin, chief information officer for the Atlanta Hawks. "This is the perfect opportunity to solidify a core component of the fan experience. Connectivity is the foundation to our digital initiatives where we seek to allow fans to enjoy the arena in new and immersive ways tailored to them. As an organization, we want to create a one-of-a-kind digital experience to engage fans, and this partnership with Comcast Business will provide the foundation for us to do so."

The enhanced WiFi capability will not only allow fans to stay connected to friends, family or work, but provides better connectivity to support a range of mobile experiences that will increase fan engagement. With almost double the number of hot spots and expanded gigabit speeds, the Atlanta Hawks can create customizable experiences that breed passion and excitement for the team through mobile means.

Fans are increasingly engaging with teams through technologically-advanced mobile devices and apps. With Comcast Business' WiFi service, fans will seamlessly access gameday and venue necessities including:

- Interact with the newly launched Atlanta Hawks mobile app
- Purchase and manage tickets and parking
- Purchase premium seat upgrades and experiences
- Watch special content, get statistics, and participate in promotions
- Share their experiences at State Farm Arena via social channels

The upgraded WiFi system also enhances the Atlanta Hawks' behind-the-scenes operations by supporting stadium technology and infrastructure, including Point of Sale (POS) Systems, new access controls, new building management tools, and new applications such as ticketing and wayfinding.

"Just as State Farm Arena has undergone a physical transformation, Comcast Business is a key foundation in its digital evolution by offering the technology to improve the fan experience and enhance operations on event days," said Comcast Regional Senior Vice President Doug Guthrie. "Fans have high expectations for seamless connectivity when attending games, concerts and other events. With faster WiFi, they can continue to do the things they love, like share pictures and videos, post on social media, and stream audio and video with ease."

About State Farm Arena:

Home to the NBA's Atlanta Hawks Basketball Club, State Farm Arena opened its doors in October 2018 following the 2nd largest renovation in NBA history. Inspired by the fans, State Farm Arena is a next-generation venue focused on experience, service and entertainment. With the NBA's third-largest center-hung scoreboard and an immersive video experience, fan-friendly food pricing and premium restaurant options, Topgolf Swing Suites and celebrity-inspired spaces accessible to every fan, the downtown Atlanta arena stakes its claim as the city's best sports and live entertainment venue. Consistently ranked among the top 10 concert and event venues in the world by Pollstar, State Farm Arena hosts approximately 170 events and nearly 2 million guests annually. For more information on State Farm Arena, log on to www.statefarmarena.com today or follow us on Twitter @StateFarmArena.

About the Atlanta Hawks:

With a bold identity and strong new ownership, the Atlanta Hawks Basketball Club and State Farm Arena remain committed to making Atlantans proud on the court and off. The 2014-15 Southeast Division Champions, the Hawks made the postseason in 10 consecutive seasons and reached the Eastern Conference Finals for the first time in franchise history in 2015. Off the court, the organization has built a culture of inclusion, diversity and innovation, all with a touch of Southern Hospitality. It continues into the community where the organization builds bridges through basketball, whether by constructing and refurbishing courts in Atlanta neighborhoods, providing scholarships to our basketball camps, or surprising and delighting our fans with unique Atlanta Hawks experiences. Atlanta Hawks Membership, which includes your seat for every home game for the 2018-19 regular season, is on sale now at www.hawks.com/membership or by calling 866-715-1500! For more information on the Hawks, log on to www.hawks.com today or follow us on twitter and Instagram @ATLHawks.

About Comcast Business:

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by a next-generation, advanced network, and backed by 24/7 technical support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing provider of Ethernet services.

For more information, call 866-429-3085. Follow us on Twitter @ComcastBusiness @ComcastSouth and on other social media networks at <http://comca.st/2oddc7A>.

###

Media Contacts: Matt Helmke, Comcast Business
215.286.8666
matt_helmke@comcast.com

Alex Horwitz, Comcast
770-559-2803
Alex_horwitz@comcast.com