DAYTONA INTERNATIONAL SPEEDWAY:

The Need For Speed for Drivers and Wireless Fans Alike

When as many as 300,000 people converge on the Daytona International Speedway for the annual Daytona 500, getting a consistent, fast and reliable wireless signal used to be a challenge. SOLiD ensures that fans at the Rolex 24 At Daytona enjoy the best race-day experience both on the track as well as on their mobile devices and smartphones.
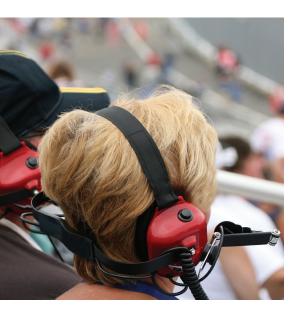
800 Klein Road
Suite 200
Plano, TX 75074
solid.com
888.409.9997
sales@solid.com

SOLiD

Boasting a diverse schedule of racing, including eight major weekends of racing activity, the Daytona International Speedway also hosts events throughout the year for civic and social gatherings, car shows, and vehicle testing and training. As attendees increasingly turn to their mobile devices and smartphones to join in the festivities during these events, wireless networks are regularly inundated with data traffic that taxes the capacity of the network which in turn inhibits the ability to deliver fast, always-on service.

The International Speedway Corporation (ISC), which owns and operates the worldclass speedway, worked with its wireless partners to reimagine the race-day experience with a hybrid Distributed Antenna System (DAS) system that can manage and handle network capacity inside the track, the grandstands and the areas surrounding the track.

What's Unique About Daytona?

The Daytona International Speedway is a quintessential open-air venue with bleachers, indoor areas, suites, an in-field area, a massive tailgating area and a grandstand that any NASCAR fan would recognize in an instant. Widely considered to have the most loyal fans and largest fan base of any sport, NASCAR gathers audiences for high-energy events like no other. Indeed, the importance of NASCAR fans to U.S. carriers is signified by Sprint, the flagship title sponsor of NASCAR's premier race series.

The strain on wireless networks at the Daytona International Speedway is unique not just because of the sheer size of the the 480 acre venue whose 2.5 mile tri-oval track surrounds a 180 acre infield, but also the duration of network use due to the tens of thousands of fans who pour into the area to camp out and tailgate for days leading up to the main event. After determining the need for a DAS deployment, American Tower began driving the project in full earnest while designating Connectivity Wireless Solutions to manage the physical installation of new equipment from SOLiD, a global innovator of DAS solutions.

The multi-phase DAS project kicked off with an aggressive timeline to have the first sectors up and running in time for the Rolex 24 At Daytona just three months after commencing the project. Whereas wireless operators formerly relied heavily on a series of COWs, or cell on wheels, to maintain the integrity of their respective networks in the past, SOLiD has effectively removed the high cost and operational challenges that COWs impose with a new widespread DAS.

How DAS Enables Race Day Experience

The nature of mobile data usage among attendees is as varied as the venue itself, leaving no typical fan profile for carriers to cover. The speedway encourages fans to gather and camp out in a tailgating area, move among different experiences and even sometimes amusement park rides within the in-field area, and of course sit and enjoy the event in the stands.

The DAS network enables wireless operators to power back macro cell sites that surround the venue to optimize spectrum assets while dramatically improving the ability to support the number of users, both stationary and mobile, on the grounds of the Daytona International Speedway. SOLiD's innovative DAS solution eliminates unnecessary and problematic handoffs between sectors and allows carriers to fine tune their coverage by adding or combining sectors based on fluctuating usage. The hybrid DAS deployment features an arsenal of fiber-efficient, high-power remotes in lockable, NEMA-rated water-tight enclosures securely mounted on rooftops, underneath grand stands, on utility poles, bathroom walls and other public areas throughout the venue.

The benefits for fans who attend events at the Daytona International Speedway have been magnified by new richly engaging experiences in the form of apps and other content. Fans can now rely on improved connectivity and data capacity to use the Official NASCAR Mobile Apps, visit NASCAR.com and engage with a series of interactive features at the track, such as following their favorite drivers from the cockpit and various other ways to remain in the loop on all the high-speed action.

What's Next?

SOLiD continues to innovate and provide pragmatic solutions that address the need for an expansion of mobile broadband in high-traffic venues. The project and scope of work will evolve as Daytona International Speedway prepares for a major renovation to make its vision for the "next 50 years" possible. SOLiD's expertise and proven strengths in the DAS market ensures that mobile connectivity will grow and meet the needs for the world-class facility and its fans for many laps to come.