

AT&T Center connectivity upgrade a slam dunk for fans and internal operations

AT&T Center, the home of the San Antonio Spurs, seats 18,418 for NBA basketball games and 19,000 for concerts and other events. The center opened in 2002 and is a premier sports and entertainment venue.



“We’re thrilled to have CommScope equip AT&T Center with a high-speed and reliable network solution that allows us to realize cost savings while providing an enhanced fan experience.”

Joe Loomis, senior vice president of finance, technology and culinary operations, Spurs Sports & Entertainment

‘A’ game technology

Technology-forward basketball fans want to interact with their favorite teams and connect with other fans on game day and beyond. Sports venues are embracing digital transformation to make sure they have the best experiences at every stage of the fan journey. Spurs Sports & Entertainment (SS&E) is among the organizations putting on their “A” game to help drive memorable moments on and off the court.

These demands require sophisticated technology that can keep up. The arena needed a modern network with

always-on, high-performing coverage for fans, employees and vendors. SS&E turned to CommScope for a dedicated 4G, 5G and private wireless solution that would transform mobile connectivity at the venue.

Winning fan experience

SS&E chose CommScope’s ERA® all-digital DAS to provide a first-class fan experience with superior wireless connectivity, with 20 zones and 172 antennas. Fans can now enjoy seamless immersive content on their smartphones, including the Official Spurs mobile app, which includes features

such as the digital arena, trivia, public and private chat, instant replays, ticketless entry and interactive maps. This is all made possible with the capacity, bandwidth and low latency that the ERA system provides.

The new DAS doubled the venue’s capacity, yet requires less equipment, space, electricity and maintenance than the legacy analog network. The ERA DAS reduces head-end space by as much as 80 percent over traditional analog equipment, all while minimizing network complexity and costs. The smaller footprint plays a key role in helping sports venues meet density and sustainability goals.

Official Spurs mobile app



Digital arena



Interactive map



Play-by-play



Easy ticketing

SOLUTIONS

- ERA digital DAS system and CBRS private network
- 20 zones
- 252 sub-36Hz remotes
- 172 C-band antennas

Netting the win for operations

In addition to selecting ERA DAS, SS&E deployed CommScope's Citizens Broadband Radio Service (CBRS) solutions, creating AT&T Center's first private wireless network. The network is purpose-built for business-critical operational needs, such as ticketing, parking, concessions and staff communications. It also powers the arena's surveillance system, which helps protect fans and venue employees while monitoring any suspicious activities.

The CBRS network provides dedicated bandwidth for interference-free connectivity and is easily scalable for future growth. CommScope's CBRS offers the simplicity of Wi-Fi-like deployment and operations with an enterprise-focused management platform. With ERA DAS and CBRS, AT&T Center has end-to-end connectivity that operates at peak performance.

[Explore ERA solutions](#)

[Explore RUCKUS® CBRS solutions](#)

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