

CommScope helps Stade de France® strengthen its reputation as Paris' premier live entertainment destination

STADEFRANCE®

Customer

Consortium Stade de France®

Country

France

Challenges

Enhance the existing infrastructure in order to respond to dramatically increasing visitor expectations while aspiring to be the best with a flexible, world-class, forward-thinking solution.

CommScope solution

Technology that enabled spectators to share their event experiences in real time on social networks while also offering more than enough bandwidth for media outlets to broadcast our events.



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“The experience of our visitors is very important to us. We want to provide the best atmosphere for our two million annual attendees. After much research and visiting other venues, we were very impressed with the capabilities and experience of CommScope in working with large stadiums like ours.”

—Karim Benslimane, IT research and development manager, Stade de France

Stadiums are designed for the excitement of public spectacle. Whether it's a concert, a sporting event or a unique public gathering, as dedicated fans we want to share our emotions live with our friends and family. This is now possible thanks to the advent of high-performing networks.

With 5,500,000 website visitors, 220,000 fans on Facebook and 40,000 on Twitter, Consortium Stade de France quickly got the message: it was necessary to enhance the existing infrastructure in order to respond to visitor expectations.



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Stade de France pursues world-class connectivity solutions

Located in the city of Saint-Denis—a northern Paris suburb—Stade de France opened in 1998 hosting the FIFA World Cup. At a construction cost of \$408 million, the stadium was designed for ease of accessibility: it takes only eight minutes to reach full capacity or empty the grounds completely. But the challenge wasn't physical accessibility; it was bandwidth availability and network performance.

For consortium leaders, the financial aspect of the project wasn't the primary concern. They aspired to be the best with a flexible, world-class, forward-thinking solution from the most innovative network infrastructure provider.

After thorough benchmarking and due diligence, Stade de France chose CommScope

Following a benchmark done by Consortium Stade de France and its consultants, contact was initiated with CommScope. A few months later, officials from the consortium stood on the field at AT&T Stadium in Dallas, Texas. Consortium leaders returned impressed by the quality, flexibility and performance of the cabling and wireless infrastructure they had explored.

"Our connected stadium project integrates the deployment of a high-density Wi-Fi infrastructure, so it was essential to use high-performance solutions. After numerous international benchmarks, studies and references (the Dallas Cowboys' AT&T Stadium, NRG Stadium and Wembley Stadium), CommScope became the obvious choice.

CommScope provided technology that enabled our spectators to share their event experiences in real time on social networks while also offering more than enough bandwidth for media outlets to broadcast our events. Their solutions enable us to control and supervise our entire network to improve efficiency and optimize our reactivity. We're delighted with this technological partnership. It allows us to respond to expanding digital demands in the coming decade", said Karim Benslimane, IT research and development manager, Stade de France.

"As a European football fan, Stade de France is one of the most impressive places to watch a match. We are thrilled to be working with them. The stadium has a reputation for hosting some of the world's top sporting events and concerts. Soon, this reputation will include a world-class wired and wireless network.

—Koen ter Linde, vice president, Enterprise Sales, CommScope



Powerful solutions deployed via a phased implementation

To successfully answer the digital revolution and increase bandwidth, the Consortium and CommScope developed a phased approach to implementation:

- Data center evolution and intelligent cabling infrastructure integration
- High-bandwidth Wi-Fi and IPTV network connectivity
- An advanced DAS featuring ION®-U and 40,000 connections

During the first and second phases of deployment, CommScope provided 27 miles of GigaSPEED X10D® Category 6A cabling and 44 miles of SYSTIMAX® LazrSPEED® multimode fiber-optic cabling to connect 963 high-bandwidth Wi-Fi access points all across the stadium. Stade de France also benefitted from 83 imVision® panels designed to monitor and manage copper and fiber patching points. imVision intelligently offers deep insight and more granular control of the stadium's daily operations—making IT systems management faster and easier.

An official partnership inks positive long-term mutual success

The first two phases of the deployment are complete. The third and final phase—the installation of the wireless ION-U DAS—will begin late in 2015 and is expected to be operational in the first quarter of 2016. As proof of its commitment to a healthy, thriving partnership, Consortium Stade de France signed a deal that offers CommScope branding rights throughout the stadium as the "Official Stade de France Supplier" for telecommunications and IT infrastructure networks.

Everyone communicates. It's the essence of the human experience. *How* we communicate is evolving. Technology is reshaping the way we live, learn and thrive. The epicenter of this transformation is the network—our passion. Our experts are rethinking the purpose, role and usage of networks to help our customers increase bandwidth, expand capacity, enhance efficiency, speed deployment and simplify migration. From remote cell sites to massive sports arenas, from busy airports to state-of-the-art data centers—we provide the essential expertise and vital infrastructure your business needs to succeed. The world's most advanced networks rely on CommScope connectivity.



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