Stadiums & Arenas

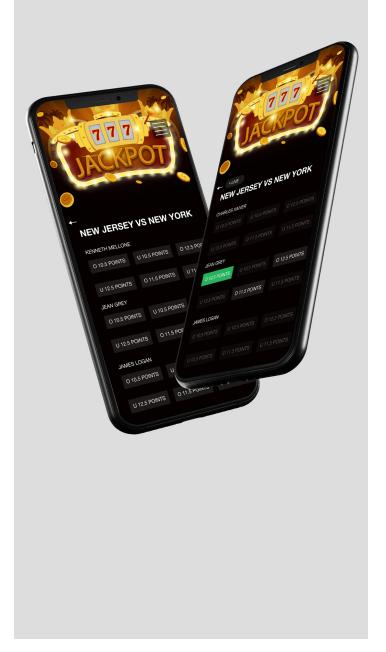WITH THE REVENUE EXTRACTION GATEWAY

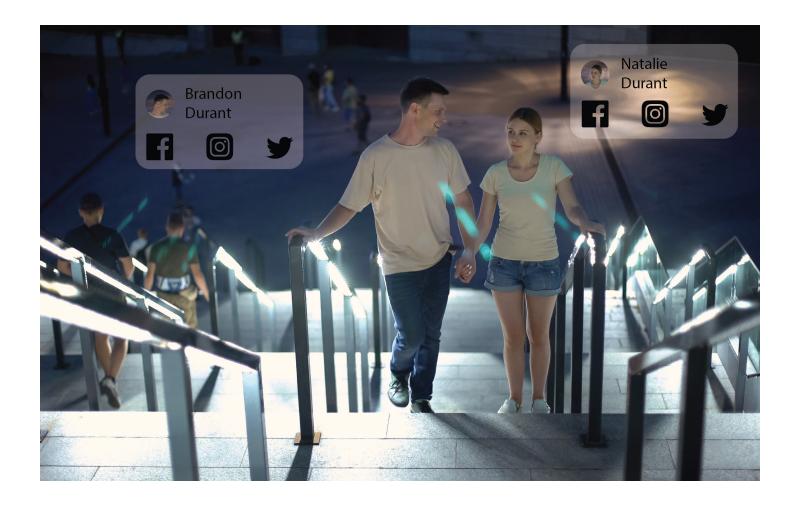**rgNets**

Stadiums & Arenas

The rXg enhances guest experience in large public venues through targeted marketing campaigns using network data analytics.

Venue owners aim to turn the Wi-Fi into a revenue opportunity by monetizing their venue's Wi-Fi network. The Wi-Fi access may be free, but it can still pay the owner! The data collected through the network can be used to create both direct and indirect revenue streams. One way to do this is through data analytics, which can be combined with demographic information to create closed-loop targeted advertising.

Interaction with the venue's guests and fan-base can also be increased through the Wi-Fi network as well. Venue owners can drive the usage of their mobile apps and web-based applications, increase the consumption of digital marketing and advertising, deliver exclusive content such as instant replays, and drive attendees to use affiliated third-party services such as fantasy sports and gambling. Additionally, making Wi-Fi more personalized, with integrations such as loyalty programs, can enhance the overall experience for guests.

By leveraging the power of Wi-Fi, venue owners can not only provide a valuable service to their guests but also create new revenue streams that will help their business grow. The rXg plays a crucial role in achieving this. Whether through targeted advertising, increased usage of venue apps and services, or exclusive content delivery, rXg provides the necessary tools to monetize the Wi-Fi network and realize its full potential. The potential for monetization is significant, and rXg makes it possible to bring these opportunities to life.

Network Data Analytics

The rXg is the perfect solution for large public venues such as stadiums and arenas to provide a more engaging and satisfying experience to guests. By leveraging network data analytics, the system collects information from social media and frequently visited websites, which is then used to drive targeted marketing campaigns. This personalization allows venues to offer promotions, coupons and up-sell season tickets, tailored to guests' interests and needs.

With rXg, large public venues gain valuable insights into their guests, and can provide a more personalized and seamless experience. The system is designed to keep up with the fast-paced world, where technology is changing the way we do everything, including how we experience large public venues. This allows venues to build stronger relationships with their guests, and offer a memorable experience.

The rXg is the ideal solution for venues looking to enhance the guest experience through technology. Whether it's staying connected, convenience, or a more comprehensive experience, rXg has the technology and expertise to make it happen. So why wait? Let rXg take your venue to the next level and offer your guests an unforgettable experience. Here are a few benefits of using rXg in your venue:

- **Advanced Network Analytics:** The system leverages network data analytics to provide valuable insights into your guests, which helps drive targeted marketing campaigns.

- **Personalized Experiences:** With the information collected from social media and frequently visited websites, the system can personalize the guest experience by offering promotions, coupons and up-sell season tickets tailored to guests' interests and needs.

- **Staying Ahead of the Game:** The system is designed to keep up with the fast-paced world, where technology is changing the way we do everything, including how we experience large public venues. This allows your venue to build stronger relationships with your guests and offer a memorable experience.

rXg for LPV

The rXg is an innovative solution designed specifically for deployment at stadiums and arenas. This technology offers a number of benefits to the owners of these venues, including the ability to drive guest engagement and improve the guest experience. With its integrated frameworks and support for all aspects of direct and indirect revenue generation, owners can maximize their investment and generate additional income.

One of the key features of rXg is its ability to support both mobile apps as well as web applications. Mobile and web apps for the venue are an ideal solution for owners looking to maximize engagement of guests at their venue. By leveraging the platform as a high-performance edge web application server or as an API back-end for mobile apps, owners can ensure that their guests have a seamless, integrated, venue driven experience that is both fast and reliable.

In addition to its support for mobile apps, rXg also provides owners with the ability to save on cloud costs. With its cloud-native architecture and integrated frameworks, this technology provides a high-performance edge that acts as its own cloud. Whether you're an owner looking to promote your services or an IT professional looking for a solution that integrates seamlessly with your existing infrastructure, rXg is a choice worth considering for your large public venue.
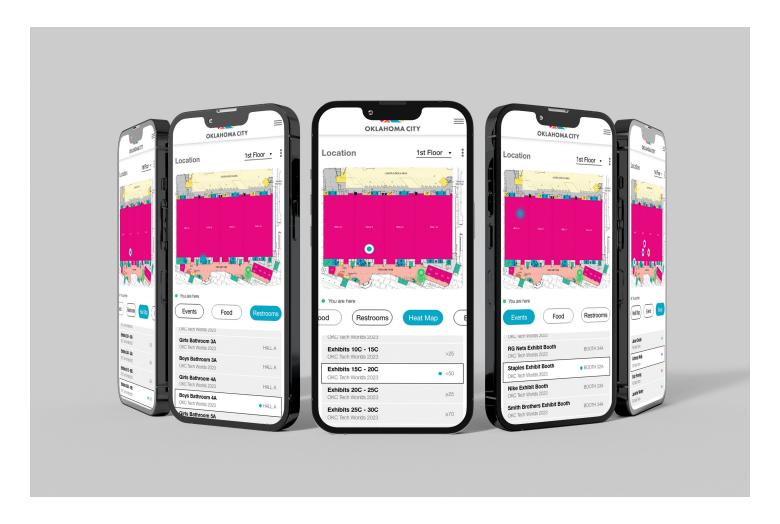
Network Features

The rXg is a fantastic border gateway for large public venues, such as stadiums and arenas, due to its integrated SD-WAN and traffic shaping capabilities. With SD-WAN, rXg can provide secure and reliable connectivity between the venue and the Internet with link aggregation, failover, application affinity and carrier diversity. The Traffic shaping with automatic equalization is particularly important in large venues where there are many devices and users competing for bandwidth. SD-WAN and traffic shaping helps to ensure that everyone gets the connectivity they need, and that the network is responsive and reliable.

In addition to its powerful SD-WAN capabilities, the rXg also offers microsegmentation on the LAN side. Microsegmentation is an advanced security technique that helps to protect against cyber threats by creating separate, isolated networks for different types of devices and applications. This helps to prevent the spread of malware and other security threats within the network, and makes it easier to monitor and control access to sensitive data. Microsegmentation is also a boon for vendors, as it can help with PCI compliance for point-of-sale (PoS) systems, which are often used in large public venues like stadiums and arenas. With microsegmentation, rXg can help to ensure that users in public venues can enjoy fast, reliable connectivity without having to worry about security threats, and that vendors can process payments securely and efficiently.

Finally, rXg is cluster aware, which means that it can be easily scaled up or down to meet the changing needs of large public venues. With cluster awareness, rXg can distribute network traffic across multiple gateways, allowing it to handle even the heaviest loads without any loss of performance. This makes rXg a great choice for large public venues that need to provide reliable, fast, and secure connectivity to thousands of users at the same time. Whether it's a stadium, an arena, or a convention center, rXg is an ideal border gateway that can help to keep users connected and secure.

THE SANCHEZ FAMILY
VLAN 001

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Location Based Services

The rXg provides real-time location-based services to large public venues like stadiums and arenas. Our system helps you keep your attendees informed and engaged, by providing them with crucial information about the length of queues at various concession stands. This helps them plan their time better and avoid waiting in long lines. The rXg also enables wayfinding for essential services like concessions and restrooms. Our system uses cutting-edge technology to direct visitors to the nearest available service with the shortest queue. This makes it easier for your attendees to find what they need quickly and enjoy their time at your venue.

Our system is also integrated with advertising. As visitors walk by the pro shop, for example, they can receive coupons or promotional offers on their phones. This provides a unique and interactive way to promote your products and services while enhancing the overall experience of your visitors.

With rXg, you can take your venue to the next level and provide your visitors with an unforgettable experience. This provides a unique and interactive way to promote your products and services while enhancing the overall experience of your visitors.

Key Takeaways

· Provides real-time queue updates for key services such as concessions, restrooms, and others

· Enables easy and efficient wayfinding for guests to quickly find what they need

· Enhances guest experience by reducing wait times and improving accessibility

· Integrates advertising and marketing opportunities to drive revenue

· Utilizes cutting-edge technology to deliver fast, reliable and seamless services to guests