

Bringing Wireless LAN Technology to HP Pavilion



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Malcolm Bordelon,
Executive Vice President of
Business Operations
Silicon Valley Sports and Entertainment

Overview

HP Pavilion at San Jose is a 450,000 square foot multi-purpose sports and entertainment center. Also known as the “Shark Tank,” the facility is a nationally known venue. In addition to the 41 NHL Sharks regular season home games, the HP Pavilion hosts 100 plus events every year – including marquee concerts, sports and athletics, and a variety of family and children’s shows.

HP Pavilion is in the heart of Silicon Valley, an area renowned for high technology. As a result, the facility is constantly striving to implement the latest innovations to support its tech-savvy customer base. To that end, Wireless LAN (WLAN) technology has become a key enabler for HP Pavilion.

“By providing anywhere access to real-time information, HP Pavilion can further the suite holders’ entertainment experiences,” said Malcolm Bordelon, executive vice president of business operations for Silicon Valley Sports and Entertainment. “In addition, wireless technology can transform HP Pavilion into a key enabler for business. As some of the best business relationships are forged around entertainment, we feel that converting luxury suites into virtual offices would be an attractive advantage to local corporations.”

HP Pavilion decided to work with Airespace to create a wireless infrastructure that supports this vision. Specifically, HP Pavilion decided to bring WLAN services to the 65 Concourse and Penthouse level luxury suites with the Airespace platform, including the Airespace 4000 Wireless Switch and Airespace 1200 Access Points. When coupled with the Airespace Control System, the system provides a secure and reliable mobile network that provides seamless connectivity to the people, places, and things that make the luxury suite experience at HP Pavilion more enjoyable.

Challenge

When evaluating wireless technologies, HP Pavilion staff had several criteria. These included:

- **Limited day-to-day management** – HP Pavilion did not want to devote additional full-time IT staff to the day-to-day management of a new wireless infrastructure or extensively train existing staff on RF management.
- **Security** – All suites must be treated as separate, secure entities. Information within a suite must be kept separate from other suites, as well as from the internal HP Pavilion network.
- **Seamless connectivity** – The wireless network must support a variety of clients types, including laptops, PDAs, and other devices. Furthermore, the infrastructure must support both 802.11a and 802.11b standards – and be field upgradeable to 802.11g, when available – without requiring extensive configuration or new client software.
- **Reliability** – Suite holders must have confidence that the wireless network will be available when desired. Furthermore, they must have confidence that the network will have the capacity and performance necessary to fulfill their voice, video, and data requirements.

The Airespace Advantage

HP Pavilion staff felt that the Airespace solution provided the best fit for their unique application. Specific features of the Airespace solution that appealed to the HP Pavilion staff include:

- **AireWave Director™ software** – Airespace leads the industry with its RF management capabilities. Features like Dynamic Channel Assignment (DCA), interference detection and avoidance, transmit power control, and load balancing appealed to the HP Pavilion staff because it enabled effective wireless networking with minimal manual intervention.

The Airespace network is self-optimizing and self-healing. As a result, the HP Pavilion staff has a high degree of confidence that the network will be ready, and able to support guests' requirements, whatever they may be.

- **Secure space security framework** – Airespace's comprehensive framework helps to ensure that traffic within a suite remains secure. Only authorized users can access the Airespace wireless network. Furthermore, traffic remains safe while on the network through a variety of Layer 2 and Layer 3 encryption schemes.
- **Multi-band access** – Each individual Airespace 1200 Access Point supports both 802.11a and 802.11b protocols. Consequently, HP Pavilion offers a flexible wireless solution that works with any standards-based 802.11 client device.

HP Pavilion expects that as suite holders become aware of the availability of the wireless network, they will get in the habit of bringing their own wireless-enabled devices to events, making the luxury suites a natural extension of everyday communications.

Putting the HP Pavilion Air Space to Work

With a wireless infrastructure in place, HP Pavilion envisions a dramatically enhanced entertainment experience that includes improved access to information and increased interaction with other people.

In addition, the Airespace network can serve as an effective remote office. Suite holders can entertain prospective customers at live events without losing access to critical business information. Or, they can simply take in a game without being out of reach of key corporate information, if desired. With the Airespace wireless network, the luxury suites at HP Pavilion truly become an extension of the corporation, providing a virtual office for the handling of key business activities.

Wireless technology opens up a plethora of opportunities for HP Pavilion and their guests/patrons. By working with Airespace, network connectivity is simple, seamless, and secure. The result is a new, enhanced experience that helps HP Pavilion to distinguish itself as a leader among entertainment centers throughout the world.



Worldwide Headquarters
110 Nortech Parkway
San Jose, CA 95134
Tel: 408.635.2000
Fax: 408.635.2020

EMEA Headquarters
3000 Cathedral Hill
Guildford, Surrey GU2 7YB
United Kingdom
Tel: +44 (0) 01483 243632
Fax: +44 (0) 01483 243501

Airespace K.K.
Yurakucho Denki Building South Tower 10F
1-7-1, Yuraku-cho, Chiyoda-ku,
Tokyo Japan 100-0006
Tel: +81-3-5288-8511
Fax: +81-3-5288-8525