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independent wireless experts

Connectivity for venues

Thousands of people – from visitors and staff to broadcasters and emergency workers – could all require different types of wireless connectivity at the same time in your venue.

Can you keep them all connected?

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Today, visitors to major venues spend as much time talking, texting, emailing, sending or receiving videos and accessing social media as they do watching, cheering or singing along. Communication is now part of the entertainment.

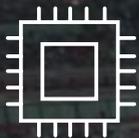
But it's also part of the service. Venue owners can even track wireless usage as a way to respond to the likes and dislikes of visitors, to improve services or to market events.

And it's an aid to efficiency. Hundreds of support staff can roam across an entire stadium in the knowledge that they can be in touch at all times to report glitches, solve problems and call for expert assistance. Emergency personnel can respond to accidents and go to potential flashpoints in a matter of seconds.

29 billion
connected devices
predicted by 2022

Wireless technology has made all this possible. It's helped to inspire a whole new way of living – one where almost anyone can be in touch almost anywhere. And that way of living is being adopted by more and more customers requiring ever more demanding services – and there are no excuses if they're not available.

Every venue now needs to be totally – but also affordably – wireless-ready. Real Wireless can help with those specifications.



Comprehensive and cost-effective coverage

Whatever the event, stadium visitors will want to send or receive data, access online navigation systems for the venue, use social media and, of course, make voice calls, with no compromise on speed or convenience.

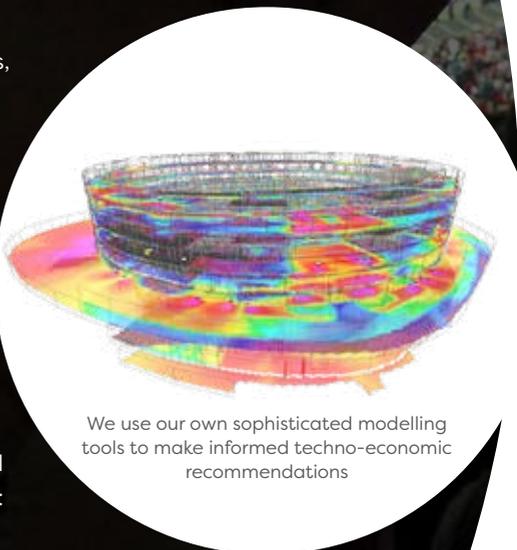
Meanwhile stewards, repair staff and road crew will want to use phones, tablets or two-way radio to ensure the smooth running of both the venue and the event. Emergency services will want to communicate with each other to guarantee safety.

And they will need support – for cellular, for two-way radio, for Wi-Fi and for satellite, support that will require high-tech indoor and outdoor hardware in the form of small cells, macro cells, VSATs, DAS, backhaul, microwave and more.

And that support will need to be monitored during every moment while the band is playing, the speakers are speaking or the teams are competing to ensure that visitors stay connected and support services aren't affected.

And when it's all over, everyone goes home and the need for all that costly connectivity will vanish. That's the conundrum for venue owners: how to offer comprehensive coverage that's also cost-effective.

If your venue isn't smart and connected, it isn't fit for purpose



We use our own sophisticated modelling tools to make informed techno-economic recommendations



Ask the people who know

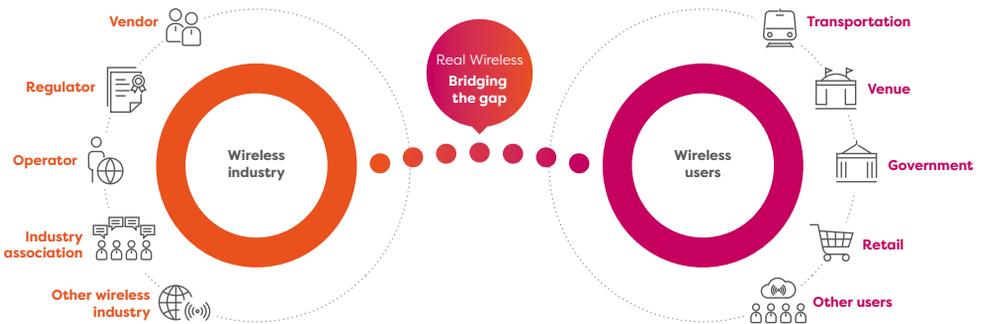
One of our first major projects was establishing wireless connectivity for a major stadium. Requirements have evolved over time but our experts keep ahead of ever-changing wireless technologies.

Many of our experts have not just built wireless infrastructure for venues; they have built the wireless industry itself. They are now taking expertise developed over decades as engineers, economists, strategists and market

analysts and bringing it to bear on a wireless world changing faster than anyone believed possible.

It's expertise that can be applied to enormous advantage for venues, stadiums and public arenas.

The mission of our experts is to build bridges between the wireless industry and users of wireless: to help industry meet the needs of its customers and to help users get the best from technology.



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A bespoke service

Every venue is different. We offer a bespoke service, establishing early on what the true venue-specific requirements are. We work out what approaches can meet those requirements affordably. And we continue to assess and monitor performance when everything is up and running.

We also think ahead, suggesting sensible and realistic solutions that take into account a venue's future requirements and likely changes in technology and user habits.

**Business and
system modelling
to maximise
investments**

We can even help you turn a necessary service into a driver of revenue and customer satisfaction. Data derived from wireless system usage can help you to understand visitors and respond to their needs, likes, dislikes and habits.

**Our job, in short, is to think of
everything wireless, everywhere
in a venue, for everyone.**

Maximise your investments

Real Wireless is the only advisory firm whose experts have actually engineered, designed, supplied, developed and helped to regulate the technologies that now dominate the communications landscape.

Our clients include UK and international football stadiums, airports, transport organisations, smart cities, British and European governments and international institutions.

We offer a wide range of capabilities for the public and private sectors – which includes wireless coverage and capacity advice, management services, business modelling and system modelling. And we are fiercely independent.

We don't promote technologies. We deliver robust and cost-effective connectivity solutions that will satisfy your staff, support services and customers – and help you maximise your investments.



Venues & Campuses



Transport



Government



Commercial Property



Urban Development



Rural Development

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