

Boingo and Solid Win Over College Basketball Fans

Another March Madness is in full swing with all the thrills that go with it—buzzer beaters, bracket busters and Cinderella stories. While there can only be one winner in the tournament, Vivint Smart Home Arena—a host site for the men's first and second rounds—has already proven it's the champion in fan connectivity.

Boingo and Solid recently partnered to launch a new cellular Distributed Antenna System (DAS) network at Vivint Smart Home Arena as part of its \$125 million renovation project. The installment of this wireless infrastructure boosts cellular coverage for fans' connected experiences, meaning they can stream and share all the action from March Madness instantly. As part of Vivint Arena's emergency-preparedness strategy, the DAS set-up also provides enhanced network availability for first-responder radio communications.

Boingo and Solid make the world of connectivity possible for sports venues at colleges and universities with DAS and Wi-Fi systems. Kansas State University, University of Nebraska, Gonzaga University and University of Arizona are among the schools that have turned to Boingo to power connectivity. ■

"Keeping fans connected is fundamental. We knew by partnering with Boingo and Solid we'd create a best-in-class wireless network."

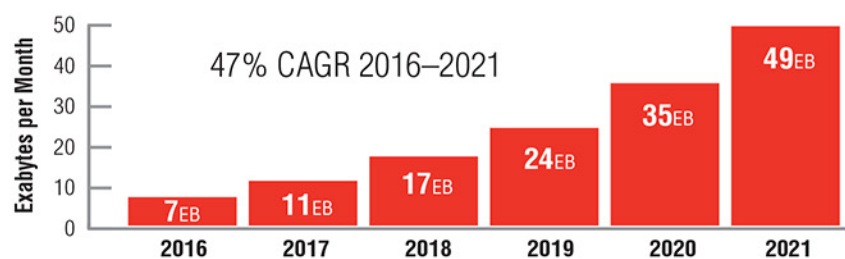
— JIM OLSON, PRESIDENT, VIVINT SMART HOME ARENA



Boingo and Solid boost mobile connectivity for fans at Vivint Smart Home Arena, a host site for the NCAA March Madness tournament.

GLOBAL MOBILE DATA GROWTH / TOP LINE

Global Mobile Data Traffic will Increase 7-Fold from 2016-2021



Source: Cisco VNI Global Mobile Data Traffic Forecast, 2016-2021



The Largest Provider of Indoor DAS in the U.S.

- Unmatched 15+ years of experience
- Strategic relationships bring maximum carrier participation
- Neutral-host solution
- Proven track record in premier high-traffic venues
- Future-proofed network designs to meet data demands of tomorrow
- Learn more at boingo.com



The Solid Advantage

- Battle-tested in the most challenging and best known venues in the world
- Delivers LTE-services in any band, guarantees RF power control and complies with public-safety requirements
- Tailored to achieve optimized capacity, coverage and efficiencies
- Best standard warranty in the industry
- Visit solid.com for more information

Stadiums See Demand for Connectivity Spike

Technology and connectivity are so integral to sports facilities today that stadiums across the country are rapidly adopting new wireless infrastructures to power seamless mobile experiences for fans. Mobile-focused business strategies are paramount for effectively securing fans' attention away from numerous competing channels, including the high-quality home viewing experience.

"Eighty percent of fans are using their mobile phones during a sports event, and stats show that they'll leave at halftime if they can't get online," said Doug Lodder, senior vice president of business development at Boingo. "From streaming to sharing, fans are mobile-centric and the amount of data they're consuming can bring traditional wireless networks to a halt. New technologies like Distributed Antenna Systems (DAS) and Wi-Fi are the answer to this demand and can make any venue a champion in connectivity."

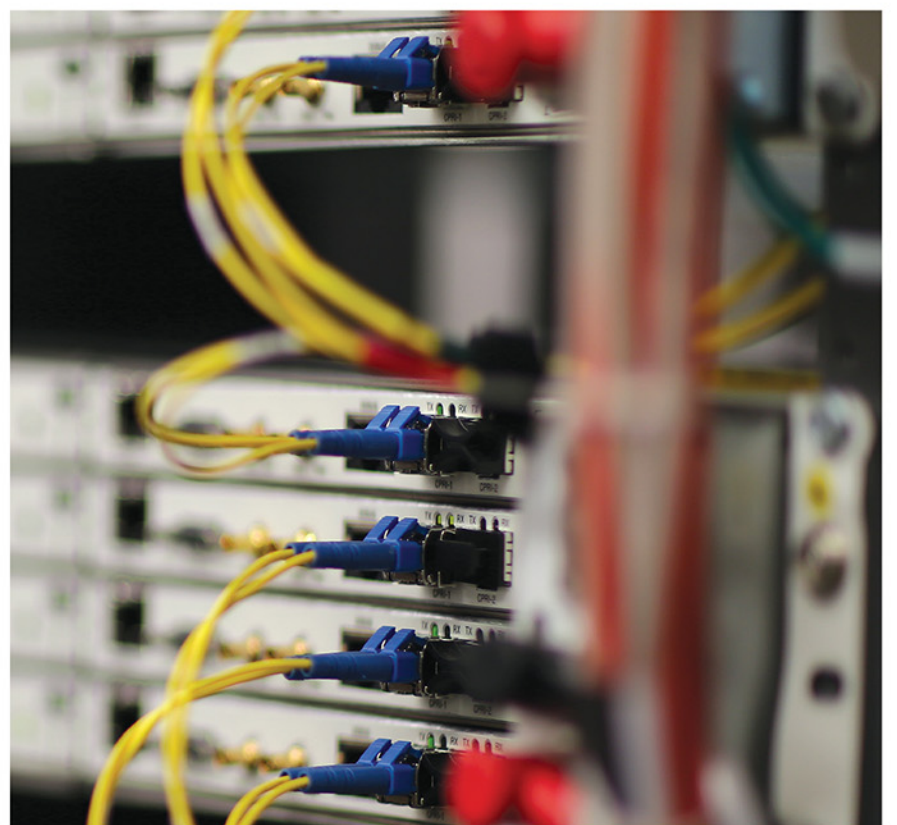
Uploading Snapchats, Instagram stories, tweets and selfies are just the beginning of the new fan experience. Venues are experiencing increased revenue opportunities through digital sponsorships, merchandise and mobile concessions, while realizing the importance of delivering mobile engagement opportunities like

instant replays. Stadiums can also boost profitability through carrier participation on a DAS network.

"The opportunities with mobile are endless and venues who don't recognize this will be left behind," said Ken Sandfeld, president at Solid Americas. "By 2021, global mobile data traffic will grow 7-fold, greatly increasing the spike in connectivity demands that stadiums can expect to see over the next few years and beyond. Turning to new wireless solutions is the move to make to ensure your venue is mobile-friendly."

Boingo and Solid are leaders in DAS connectivity solutions for sports and entertainment venues. DAS networks increase wireless coverage for fans and enhance their game day experience. A DAS installation consists of multiple strategically-placed antennas that distribute wireless network coverage throughout arenas and stadiums, providing reliable coverage in heavily-trafficked, dense areas and minimizing fan frustration that is often associated with not having cell service. Boingo also offers Wi-Fi to round out the connectivity experience, which can serve as a go-to for fans who are cautious about not exceeding their phone's monthly data caps.

When it comes to connectivity, Boingo and Solid are a winning team. ■



DAS networks are invisible to fans but behind the scenes, equipment is stored in a utility closet.