



WIRELESS

PROFESSIONAL SPORTS & ENTERTAINMENT

Technology and Talent, What a Combination

Ready for Replay....Wireless Technology is revolutionizing the way your customers come into contact with a Professional Sports and Entertainment venue. Imagine your family out at a basketball game, great seats - what could be better? Watching Shaquille O'Neal dunk on instant replay choosing the camera angle from their PDA, or while they are using the same device to order refreshments and hotdogs. Wireless Technology offers wonderful opportunities to manage, sell and control the crowds that gather to view the event.

Next Level Solutions and Symbol Technologies, Inc. are established partners of wireless deployments. Together their track record and experience makes Next Level Solutions and Symbol the only choice when considering wireless.

Candidates For Immediate Impact:

Ticketing

Process numerous of spectators with integrity and efficiency

Vending

In Seat ordering to preserve the customer's experience and deliver a higher level of service

Fan Loyalty

Create dynamic and interactive environments that allow the fan to stay more connected with the event

Parking

Verify dynamic parking pass integrity from the farthest reaches of your venue

Security

Real-time and uninterrupted communication throughout your facility with all required staff

Facilities

The ability to create flexible and dynamic floor plans to meet the demand of all events regardless of theme

Sky Box

Real-time management of Food and Beverage Requests, as well as delivering video and voice on demand content of event or complementary content



Features & Benefits

A Wireless Backbone: The Flexible Architecture

Professional Entertainment and Sports Venues are unique in numerous ways from the typical operating environments of any other enterprise. In reality, they are asked to reinvent themselves nightly, process thousands of unique requests for information, and deliver ancillary revenue.

- Technology is a natural to the environment
- Flexible where events and anticipated crowds change nightly
- Revenue opportunity for stadium/facility to lease network back to individual company
- Real-time and efficient ticket and pass authentication
- Wireless extends coverage to the most remote stretch of facility
- Ability to work with multiple entry points

Phones: Security

Wireless offers quick and effective communication in a crisis situation. Unlike the constraints of wired telephones, wireless offers the ability to react swiftly to urgent situations without leaving the situation unattended. Direct, real-time communication between security personnel allows for quicker responses and faster resolutions of critical situations.

- Communication access from anywhere on premises
- Immediate communication in crisis situations
- Problems are handled where and when they occur
- Ability to create dialable extension for all key personnel
- Quick response for medical and behavioral emergencies
- Private and secure communication
- Integration capabilities within venue's security systems

Laptops: Instant Replay

Through the use of wireless, fans no longer have to wait for statistics or instant replays. Wireless offers them the ability to choose camera angles, view live video, view plays in slow motion, or gain access to the web. Creating fan loyalty base and.....

- Interactive fan participation in game statistics or complementary entertainment
- Data entry point for detailed fan demographic information
- Enables sharing of resources
- Retain live feed for broadcasters

Handhelds: Point of Presence Sale

Wireless technology is revolutionizing the way vendors interact with customers. Allowing for them to order food and beverages through the use of handhelds

- Increased efficiency in sale of food and beverage
- Real-time management of product and inventory

Mobile Trends

Through the use of a wireless 802.11 compliant network, the possibilities are limitless. Wireless enables one to reach and retrieve information from resources anywhere within the confines of the venue, from mobility of the security personnel to answer emergencies where they occur to customers purchasing items from their seats with credit cards. Next Level Solutions and Symbol Technologies will work with you to identify the key topics surrounding the vision and promises of wireless. Together we will analyze these visions to provide practical application solutions including access issues, integration and the convergence of technological applications and case studies that examine what works and what does not. Next Level Solutions, through the use of Symbol's innovative products, has implemented more than \$4.2 million in venues across the country from NBA, NFL, NHL and MLB since 2001.

