

The Future of the Fan Experience

Mercedes-Benz Stadium is one of the most technologically advanced stadiums in the world. From the lightning fast wifi to the Watson-powered fan experience apps, more than 71,000 fans, players and staff depend on a fully integrated, interactive, and immersive system to deliver an unforgettable game day experience and engage fans on an on-going basis. This is the future of the fan experience.

IBM Cloud: Fast, secure, trusted

The IBM Cloud hosts critical operational applications for the stadium, including the concessions and suite catering applications, and the Web front-end of the mobile apps that help fans navigate their game-day experience.














It also serves as the primary backup and recovery system for 100TB of monthly operational data produced and used in the stadium, ensuring no interruption of service before, during, and after events.

Infrastructure:

Built for speed, future-flexible

The Mercedes-Benz Stadium passive optical network, designed and developed by IBM, is a high-speed information backbone that runs right to the edges of every port and access point.

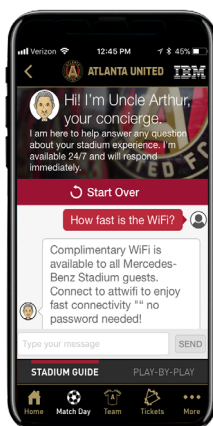
It includes:

-  4,800 miles of fiber optic cable to the edge
-  4,200 speakers
-  2,500 television displays and digital signs
-  15,600 Ethernet ports
-  98 miles of audio cabling
-  420 active door security access points
-  1,800 wifi access points
-  1,440 DAS host-neutral radio antennas
-  4 petabytes of SAN storage
-  1,000 amplifiers
-  590 HD CCTV security cameras
-  1,260 CPU cores
-  7 TB of RAM

Mobile Apps:

The Ultimate Fan Experience

The IBM iX team employed IBM Design Thinking methodology to develop detailed personas, define every potential touchpoint, and build an extensive journey map that accounts for fan needs 365 days a year. From that, it created three mobile apps, one for each major constituent of Mercedes-Benz Stadium: Atlanta Falcons fans, Atlanta United supporters, and Mercedes-Benz Stadium event goers, each of which supports the end-to-end fan experience:



Ask Arthur App

Ask Arthur

An AI-based concierge that uses IBM Watson to provide relevant information using natural language.

Mobile Ticketing

Makes it easy for fans to accept, view, transfer, or sell their tickets within the Atlanta Falcons or Atlanta United app and scan it for stadium entry on game/match days.

Parking

Fans can purchase parking and, through an integration with traffic and navigation apps, find turn-by-turn directions to specific parking lots.

Team Content

Keeps fans engaged with breaking news, exclusive articles, inside information, videos, photo galleries, sortable roster with player's stats, team standings, and more.

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