Ballast

Connected Venue
Converged Wireless Network

Overview

Ballast Connected Venue is a new approach to delivering wireless connectivity to high profile public venues. Supporting the needs of facility operations and guest BYOD requires the combination and convergence of HD Wi-Fi, LTE/5G and OnGo access networks integrated into the IT fabric of the venue.

Key Benefits

☑ Control of Venue network

☑ Revenue control & generation

☑ Cost Savings & Potential for Incremental Revenue

☑ Interference/Contention-free

☑ Separation of public & private network

☑ Security & Access Control

☑ Converged technology – space & cost savings

☑ Safety notification, muster areas

☑ Wayfinding, queuing time waits

☑ Enterprise process & mobile integration

☑ QoS and QoE control

Ballast Connected Venue

Connected Venue is an integrated wireless platform delivering carrier-grade voice and data access, on demand in real time.

Engage Users: Regardless of the medium or cellular carrier.

Integrated Network: venue owned & managed by Ballast

MNO/MVNO Agreements: Ballast negotiates and facilititate roaming access with cellular carrier.

Revenue Generation by the Megabit: Long-term revenue from carriers to support their customers, your fans.

Incremental Revenue: Advertising, sponsorship, applications

Ballast Networks

Ballast Networks is a Managed Service Provider delivering converged private LTE/5G and Wi-Fi networks as an integrated enterprise solution. Guiding you from concept, design, deployment, optimization through continuous operation; Ballast provides the network service complete with API's to format the user device data for your enterprise business systems. For the first time the enterprise can now extend network controls, policies, and data ownership to the mobile and fixed wireless network. This control brings the enterprise innovative ways to create new monetization and cost reduction opportunities which reduce the total cost of ownership and provide incremental revenue.

New Applications of Technology

By integrating the following new technological advances, Ballast delivers an integrated mobile network as a managed service solution:

Wireless Spectrum: Converged and overlapping coverage of new shared (CBRS), licensed (cellular) and unlicensed (Wi-Fi).

Mobile Network: Compatible and interoperable with 4G & 5G MNO and MVNOs.

Network Architecture: IT/IP centric network elements allow for flexible & scalable deployments with common off-the-shelf equipment.

Power of the Cloud: Cloud-based control and management enables seamless and remote network management.

On-Site Components: High density LTE/5G/Wi-Fi access points & local break out (LBO) server.

OnGo
CBRS Alliance Member