



# 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
- ✔ Converged technology – space & cost savings
- ✔ Safety notification, muster areas
- ✔ Wayfinding, queuing time waits

## 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