

SOLUTION OVERVIEW

LARGE PUBLIC VENUES

Airports, stadiums, and other large public venues attract thousands of fans, patrons, and travelers every year. Guests enter these crowded and complex environments to enjoy exhibits, watch the big game, or catch a flight, and more and more of them are bringing their smartphones and other mobile devices with them.

This presents an opportunity for venues to boost customer experience and engage with guests as they connect their devices to the Wi-Fi network, as well as provide them with mobile tools that they can use to navigate and discover their surroundings.

MOBILE ENGAGEMENT FOR LARGE PUBLIC VENUES

The Aruba Networks mobile engagement solution brings together best-in-class Wi-Fi and location services to allow large public venues to engage visitors over Wi-Fi or via their mobile app.

Wi-Fi and browser-based engagement:

- Provide secure and intuitive Wi-Fi network access.
- Customize and brand the captive portal experience.
- Create a new revenue stream with browser-based advertising for airport, museum, or stadium tenants.
- Promote in-house services, or related promotions such as discounted tickets, and food and beverage sales.
- Gather visitor profiles, interests, and preferences for personalized advertisements.
- Encourage visitors to download the venue's mobile app.
- Remember repeat guests and automatically connect them to the network.



Mobile app-based engagement:

- Send loyalty-based push notifications that identify and target frequent visitors.
- Promote in-venue events, restaurants, and services with location-based push notifications that encourage guests to explore the property and boost sales in key areas.
- Allow visitors to search and navigate to points of interest and services, freeing up venue staff from answering basic search and navigation questions.
- Help fans find their seats or a nearby bathroom within complex stadiums with turn-by-turn directions.
- Reduce missed flights by giving travelers access to flight status and directions to their gate.
- Allow travelers to access venue services, restaurants, and other helpful location-based directory information.
- Eliminate outdated tour guide equipment in museums by enabling guests access to exhibit information from their smartphones.

BROWSER-BASED ENGAGEMENT WITH ARUBA WI-FI + CLEARPASS GUEST

The Aruba mobile engagement solution begins with ultra-fast and highly scalable Wi-Fi to meet visitor demand and connect bandwidth-hungry devices to the Wi-Fi network while they roam large venues. With the ability to connect thousands of devices and apps to it, ClearPass Guest complements Aruba Wi-Fi by securely connecting visitors to the venue's network with an intuitive venue-branded device onboarding portal. Venues can use ClearPass Guest to offer targeted ads for future sporting events or concerts, promote in-house brands or tenants, as well as encourage mobile app downloads.

MOBILE APP-BASED ENGAGEMENT WITH MERIDIAN

From gate changes to limited-time special exhibits, venues like airports and museums want an instantaneous way to update their visitors with the latest information. Communicating these changes via physical signage can be time-consuming, expensive, and ineffective. The Meridian platform allows large public venues to build a mobile app from scratch and update its content in real-time via an easy-to-use online content management system – effectively providing guests with all the latest information and wayfinding routes to various points of interest. For venues that already have an app, Meridian Software Development Kits allow them to add Meridian mapping and navigation features into their existing mobile app. That way, visitors can spend less time figuring out how to get where they want to be, and more time enjoying and experiencing some of the venue's in-house services.

LOCATION SERVICES POWERED BY ARUBA BEACONS

Large public venues attract thousands of people at a time, and can quickly become loud and hectic, making it difficult for visitors to navigate their way through the crowds and complex layouts. Venues can add Aruba Bluetooth Low Energy (BLE) Beacons that communicate with Meridian-powered apps to allow guests to see their location in real-time as a glowing blue dot on a venue's map, and lead them on a direct path to their assigned seat or boarding gate. Aruba Beacons can



also be used to trigger proximity-based push notifications based on a guest's location in the venue. For example, a guest may see a message near the concession stand at a baseball stadium, "7th inning stretch already? Enjoy half-off a soft pretzel!"

CONCLUSION

When guests spend less time lost in crowds or huddled around kiosk directories, they can enjoy more time watching the game, seeing an exhibit, or enjoying in-venue restaurants and services. The Aruba mobile engagement solution combines high-speed Aruba Wi-Fi, ClearPass Guest for Wi-Fi access, and Meridian-powered mobile apps with Aruba Beacons, to help large public venues engage with mobile guests during their visit and also provide them with helpful in-pocket tools that they can use to explore and easily find their way to amenities and other points of interest during their stay.