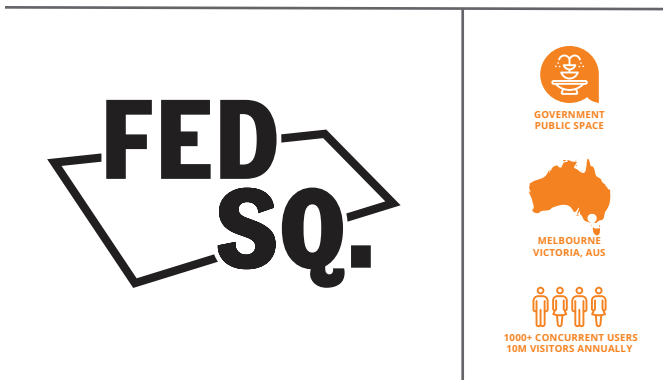


# Federation Square

Precision wireless networking for an indoor and outdoor public square with smart usage data delivery to third-party tools.



Fed Square is part of a world-class arts and culture precinct in the heart of Melbourne, Australia. Opened in 2002, Fed Square has seen over 100 million visitors and been named the sixth best Public Square in the world. It features mixed use indoor and outdoor spaces for gatherings and planned events.

## USE CASE

Ensure a high-quality wireless connectivity experience for visitors and event operators to a vast public space through precision mapping and access point distribution, while providing analytical insights to address precinct wayfinding and health and safety procedures.

## REQUIREMENTS

- Re-map wireless access points to ensure high-quality connectivity for the future
- New access point technology must serve smart location data to third-party services
- Ensure new design is suited to major precinct changes defined in a five-year development plan
- Provide fast and reliable Wi-Fi connectivity for the precinct's staff, contractors, events and the public

## SOLUTION

- Aruba Indoor Wireless Access Points AP505
- Aruba Outdoor Wireless Access Points AP575 and AP577
- Aruba ClearPass
- Aruba Airwave
- Aruba Conductor
- Aruba Analytics and Location Engine
- Aruba Controllers

## OUTCOMES

- Robust public Wi-Fi services across a large indoor and outdoor precinct for high volume usage
- Real Time Location services (RTLS) enabled for smart spatial services
- Wi-Fi analytics enabling crowd density management capability via SkyFii solution
- Improved visitor engagement to gain valuable feedback about the precinct's users and preferences





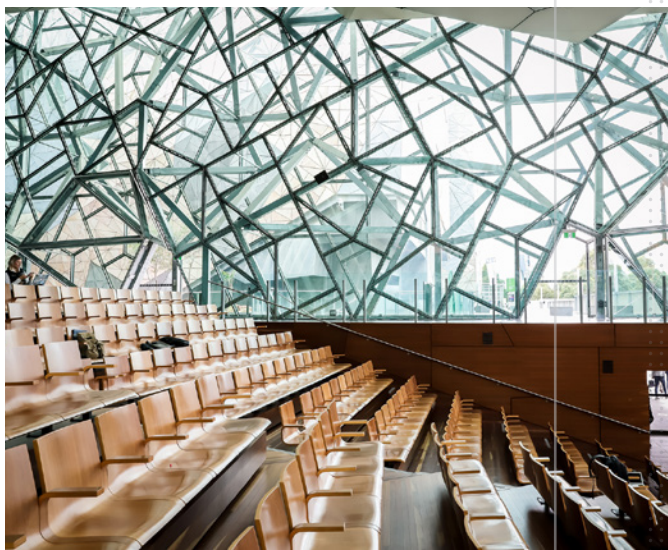
The world is rebuilding its love for physically meeting once again, and the spaces we visit are upgrading in preparation. 20 years since it first welcomed visitors, Fed Square is being upgraded to deliver world class connectivity and smart monitoring systems on a strong Aruba foundation.

## BUILDING PUBLIC SQUARE WI-FI FOR A NEW ERA

Since its opening, Fed Square has become a key meeting place for visitors and locals spending time in the heart of Melbourne CBD. The 38,000 square meter site features buildings dedicated to arts and culture, museums and hospitality venues, plus a vast open area for outdoor relaxation and public events.

Fed Square is entering an exciting chapter in its history. The Victorian Government has committed \$1.7 billion to Australia's largest cultural infrastructure project that will transform the Melbourne Arts Precinct, and Fed Square will be the gateway to the newly connected precinct.

"We're focused on providing the best experience possible for visitors and seamless Wi-Fi access and reliable connectivity at Fed Square is one way we can bolster our visitor experience. Fed Square is an iconic destination and meeting place. It's deserving of the best and leading technologies to benefit all those that come into Fed Square or connect with us online. We're proud to be partnering with Aruba to create an enhanced network solution that will take the precinct's digital capabilities to new heights and support our long-term vision," said Suzana Bishop, Fed Square Chief Experience Officer.



"The Aruba solution has allowed us to achieve multiple business goals and security requirements in a single platform. It has made it easy to develop a clear plan to expand and upgrade access points, as well as install as a baseline for Fed Square's future."

– Jamie Hunt, Fed Square Information Technology Manager.

## BUILDING A CLEAR SENSE OF DATA FLOW

The project required a redesign of the network infrastructure to prepare for a range of new features Fed Square was eager to rollout. Getting the fundamentals of fast, reliable Wi-Fi signal everywhere in the vast indoor and outdoor space was essential.

"At Aruba, our partnerships with Government and Public Sector organisations run vast and deep around the world, as reliable, secure and scalable networks are critical for such sites that cater to a variety of guests and users," says Pat Devlin, Director South Pacific, Aruba. "The existing Aruba solutions at Fed Square have been managed and upgraded by our team since first installation, yet a fresh mapping initiative ensured we were redesigning a network that truly sets up the precinct for an exciting, vibrant future."

"Not only did the site's Wi-Fi connectivity capabilities need to align with the high standard of technology-fuelled, sensory art installations increasingly on showcase at the site, but our infrastructure also had to support a site with smarts, security and safety at its core. Our approach was highly integrated, bringing a variety of our latest solutions and innovations together," adds Devlin.

Aruba ClearPass ensures staff, guests and locals are given simple, fast and secure Wi-Fi access relevant to their profile permissions, while a new layout of over 50 indoor and outdoor access points (APs) was implemented under the existing Aruba network management platform. The new mapping ensures public Wi-Fi is more robust for all site visitors, inside and outside, while also improving the reliability for expanded use of smart monitoring and location-based systems.



Hunt says, “The Aruba solution has allowed us to achieve multiple business goals and security requirements in a single platform. It has made it easy to develop a clear plan to expand and upgrade access points, as well as install as a baseline for Fed Square’s future.”

### LOCATION-BASED SOLUTIONS FOR WAYFINDING AND INSIGHT GATHERING

Alongside the core networking solutions, Aruba was asked to integrate AP-based location solutions that could deliver real time data to third-party service providers to deliver smart facility utilization throughout Fed Square.

Aruba access points feed real time location service (RTLS) data into systems run by third-party partner SkyFii, which delivers Fed Square a people counting dashboard to manage traffic throughout the geography of the site. The technology is able to discern between visitors to the site who are spending time there, and pedestrians who are simply passing through the precinct’s many thoroughfares.

Bishop says, “Aruba now connects leading people counting data into an insightful dashboard that allows us to better understand the visitor journey and how people move within the precinct. This is particularly helpful when making decisions that impact the visitor experience including signage, wayfinding, and accessibility enhancements.”

“Knowing the backbone of our digital infrastructure has been renewed means we’re able to offer more possibilities to the people and event organizer that activate Fed Square. We can be more creative, more flexible and discover ways of doing things that haven’t been adopted in Fed Square. I’m excited to see the possibilities.”

– Jamie Hunt, Fed Square Information Technology Manager.

### A PLATFORM FOR EVOLUTION

With the upgraded infrastructure now in place, Fed Square has an enhanced ability to use its new dashboards to build a greater understanding of visitor usage patterns.

Bishop says, “Fed Square is evolving to offer new and memorable experiences and with the support of Aruba, we’re able to do so in a way that’s scalable and with the needs of our visitors top of mind.”

Hunt adds, “Knowing the backbone of our digital infrastructure has been renewed means we’re able to offer more possibilities to the people and event organizer that activate Fed Square. We can be more creative, more flexible and discover ways of doing things that haven’t been adopted in Fed Square. I’m excited to see the possibilities.”