MGM T-Mobile Arena Provides a Guest Experience Like No Other

MGM T-Mobile Arena:

Industry: Hospitality, Sports & Entertainment

Location: Las Vegas, NV

Solutions

• Cisco Stadium Vision

• Content Services

• Event Day Operator Service

• Cisco Connected Stadium WiFi

• Cisco Connected Stadium

Imagine arriving on the Las Vegas strip and logging on to one Wi-Fi network that follows you as you go from your hotel room to the convention center, then to the restaurant and even the concert venue. This is a reality at the MGM where seamless WiFi is just one aspect of the extraordinary digital experience they provide guests.

"For me, the holy grail is the ability to keep guests seamlessly connected and deliver content that creates a unique and compelling experience," said Randy Dearborn, vice president of media technology at MGM International. "It's incredibly exciting to be able to stream targeted content to a specific device at the perfect time to the right person, through the use of analytical data."

In a city world-renowned for live entertainment, MGM's newest arena is setting a new standard. Opened in 2016, the T-Mobile Arena, a state-of-the-art 20,000 seat facility, will host exciting, world-class events from UFC, boxing, hockey, basketball and professional bull riding to high-profile awards shows and top-name concerts. Technology is critical in customizing the venue and creating unique

guest experiences across such a wide array of events.

Cisco teamed with MGM to implement Cisco StadiumVision and a high-density Wi-Fi platform in the T-Mobile Arena and surrounding Toshiba Plaza. An innovative video and dynamic signage delivery solution, StadiumVision centrally manages and delivers HD video and digital content to over 800 displays throughout the Arena and Plaza, including the exterior mesh of the arena to create a truly immersive experience.

"We use StadiumVision at T-Mobile Arena and other MGM properties, including the newly opened MGM National Harbor in Maryland. This enables us to standardize on one platform and deploy content everywhere, from venue and event information, partner messages and promotions menus, social interactions, way finding and more," said Dearborn. "We've never had one consolidated digital media platform before. It's always been very fragmented on different hardware and software platforms and displays."

With Cisco Solutions, MGM Can:

Deliver seamless, world class experiences that engage, entertain and inspire guests visiting 20,000 seat arena

Simplify IT operations and create a dynamic environment via a single platform for experience management and delivery

Personalize real-time communications to guest during their visit

Target branding and promotional opportunities for the Areana and associated partners/sponsors

All the while, more than 550 APs with virtual beacons cover the T-Mobile Arena and surrounding Toshiba Plaza, extending the connected and interactive experience for guests, providing opportunities to send targeted and relevant messages as they enjoy the event experience.

"One of the benefits of working with Cisco is our strong partnership. We've worked hand-in-hand and appreciate their expertise and innovative thinking. They're looking forward as much as we are to expanding the capabilities and pushing the envelope of what's possible through technology," said Dearborn. "We're committed to providing a superior guest experience and together with Cisco, we're making it happen."

"Cisco allows us to engage deeper with guests and provide an unbelievably unique consumer experience, unlike anything you'll find anywhere else in the world."

Randy Dearborn
Vice President of Media Technology, MGM Resorts International