

## **CenturyLink connects Little Caesars Arena in Detroit to the digital world**

*Reliable and secure network enhances experience for sports fans and concertgoers*

MONROE, La., Nov. 15, 2017 /[PRNewswire](#)/ -- As the lead network infrastructure provider for the new Little Caesars Arena in Detroit, [CenturyLink](#) (NYSE: CTL) is connecting sports fans, concertgoers and other guests to the power of the digital world.

A catalyst in Detroit's revitalization, Little Caesars Arena is part of a 50-block, mixed-use development led by the Ilitch organization called [The District Detroit](#). The cutting-edge \$635 million arena serves as the new home of the NHL's Detroit Red Wings and the NBA's Detroit Pistons, plus hosts concerts and other special events. It accommodates up to 20,000 people.

These visitors will be well connected, thanks to CenturyLink's networking and technology expertise – and years of experience with similar venues. CenturyLink has designed, engineered and installed a state-of-the-art, converged LAN (local-area network) for the arena. The LAN will also serve as the communications cornerstone for the entire District Detroit.

"Building a world-class communications infrastructure was critical to the success of the arena, and CenturyLink delivered," said John King, vice president, information & innovation for Olympia Entertainment, Inc., which provides facility management services at Little Caesars Arena and serves as the sales and marketing organization for the Detroit Red Wings. "The arena's advanced communications network helps us keep our guests connected in multiple ways as they're enjoying our events, while enabling the operations staff to keep everything running smoothly and at peak efficiency."

"Every communications platform, component or device within Little Caesars Arena is connected to our network," said Mahesh Dalvi, vice president of technology architecture, CenturyLink. "We're excited to be providing advanced networking solutions for such a high-profile, high-tech arena."

CenturyLink services connect digital signage and internet-protocol television (IPTV) throughout the arena complex, as well as Wi-Fi and mobile applications. The company also provides connections to support telephony, ticketing, parking and concession point-of-sale terminals. In addition, CenturyLink professionals provide event-day technical support.

The arena's communications infrastructure features more than 12,000 active internet ports, over 200 virtual LANs (VLANs) and 45 intermediate distribution frames (IDFs), which connect

telecommunications cables between end-user devices and a main distribution frame. The core network is capable of supporting 40 gigabits of data throughput, with a redundant 20-gigabit uplink to each IDF serving the facility.

"These advanced network capabilities help provide arena guests with an outstanding game-day experience," said Jesse Sullivan, director of business development for smart solutions, CenturyLink.

Among the most visible CenturyLink technologies at the venue is the digital signage/IPTV platform, which feeds approximately 1,700 video display screens, including the giant screens in the main common areas. All these screens are linked together and controlled from a central command center.

Little Caesars Arena staff can control screens throughout the venue to display customized content. For example, screens in the performance area of the arena can display updated information or images related to the event in progress; those in parking areas can provide content for the day's event or preview future events; and screens in private suites can welcome guests to their exclusive area and inform them about event activities.

Additionally, CenturyLink is providing [voice-over-internet-protocol](#) (VoIP) service for approximately 700 wired phones in the arena and adjacent operations offices, including the arena's call center.

CenturyLink has a strong record of success building high-capacity networks in public venues. The company has installed similar networks at CenturyLink Field in Seattle, home of the Seahawks; at U.S. Bank Stadium in Minneapolis, home of the Minnesota Vikings; and approximately 15 other large venues nationwide.

## **About CenturyLink**

[CenturyLink](#) (NYSE: CTL) is the second largest U.S. communications provider to global enterprise customers. With customers in more than 60 countries and an intense focus on the customer experience, CenturyLink strives to be the world's best networking company by solving customers' increased demand for reliable and secure connections. The company also serves as its customers' trusted partner, helping them manage increased network and IT complexity and providing managed network and cyber security solutions that help protect their business.

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