

**Who:** Earls Court & Olympia

**Where:** London

**Why:** To provide exhibitors and guests with reliable high speed secure wireless connectivity in a high interference environment.

## Case Study



**Tel: 020 7873 2387**  
email: sales@reacttechnologies.com

## Exhibitions

*Earls Court One and Two together with Olympia have a total 97,000 square metres of event space and, such is the venues' flexibility, they can accommodate shows requiring 600 or 60,000 square metres of space. The striking new barrel-roofed hall which links with Earls Court One via folding shutters is large enough to hold four jumbo jets, and the hall's 17,000 square metre floor is entirely column-free, the hall was opened by Diana, Princess of Wales on 17 October 1991. Earls Court Two is situated on part of the former Lillie Bridge.*

Olympia opened its doors to the public on Boxing Day 1886 when people flocked to see the Hippodrome Circus – some 400 performers, 300 horses and six 'funny' elephants. The 'Prince's Apartments' which is a suite Edward VII had tacked on to the north side of the hall on two floors. This suite appears on the original plans under this name. The block was rebuilt in 1937 as management offices and meeting rooms but is still known as the 'Prince's Suite.'



### About REACT...

REACT Technologies is at the forefront of the Secure Mobile Networking and Business Continuity Revolution. As a solution provider, our Value lies in our professional services and operational support. We can assist with all aspects of system deployment: From initial consultancy, capacity planning and design, through to test, commissioning, maintenance and support.

We offer leading solutions for Wireless and Wi-Fi, Server Virtualization, Storage Area Networks, Disaster Recovery, Secure Digital Archiving, Application Acceleration and Delivery, Thin Clients, Virtual Desktops, Remote Access, Network and user security, IP infrastructure, Voice over IP, Real Time Location Services and much more. Our scalable solutions, optimised for performance and security, produce unprecedented return on investment and growth into the next generation of networking.

**Experts at Wireless Mobility and Business Continuity...  
So our Customers don't have to be.**



## The Requirements...

- Replace the existing wireless network from b/g only to a/b/g/n
- Reduce the risk of high Wi-Fi interference over 1000 users at any time
- Corporate Wireless and Guest Access Fully Redundant
- Real time connection through the access points
- Reduce network running costs
- Decrease physical infrastructure using AP7025's as mini switches reduced cabling requirements
- Reduce risk to data from disaster recovery Fully Redundant
- Total security detect rogue Access Points
- Centralised management
- Granular user control

## The Benefits...

- Generates revenue by offering a Guest Access Service
- Exhibitors and visitors are supported by EC&O's wireless network
- Reduction in IT costs
- Energy efficiency
- High speed wireless broadband
- Fully redundant no single point of failure
- Centralised management
- Bandwidth control & traffic prioritisation
- Secure Internet access
- Fit & forget Wi-Fi solution
- Scalable highly resilient

## The Problem...

Consistent Wi-Fi connectivity on the show floor had become a significant issue for the exhibition industry as demand for better connectivity rose. The influx of iPhones and show specific visitor smartphone applications coupled with multimedia and real-time content on exhibition stands all contributed to the need for better wireless infrastructure in these venues. The existing wireless network was on 2.4 Ghz and only b/g. It was unable to support guest and exhibitor access during events due to the Wi-Fi airspace being saturated.



## REACT's Solution...

REACT recommended the use of Ruckus Wireless technology because of its unique BeamFlex technology making it the best solution for this environment.

The Ruckus solution installed by REACT consists of Ruckus Dual Radio Access Points mounted around the site. The Ruckus Multiservice 802.11n Wired/Wireless Wall Switches were used for "In-Fill", which is managed by two Ruckus Zone Director Controllers providing load balancing and resilient services. The solution is designed to offer corporate connectivity to Earls Court employees as well as Guest Access and BYOD (bring your own device) services to guests and contractors.

## The Technology...

- Ruckus Zone Director Controller
- Ruckus Dual Access Points
- Ruckus ZoneFlex Switches

## Why REACT Technologies?

We provide our clients with a range of solutions that fit their unique business needs, focused on Wireless Mobility & Business Continuity Solutions. Delivering service and expertise within these solutions, designed to instill customer confidence and vision of their network capabilities. We work to increase our customer's profitability whilst enhancing their value proposition, skills and talents.

