



■ NRG Stadium ■ NRG Center ■ NRG Arena

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FOR IMMEDIATE RELEASE

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NRG PARK UNVEILS CUTTING-EDGE WI-FI CONNECTIVITY FROM EXTREME NETWORKS FOR ENHANCED VISITOR EXPERIENCE AT NRG STADIUM



(HOUSTON, TX – August 20, 2024) NRG Park is proud to now offer a state-of-the-art Wi-Fi network, which has revolutionized the visitor experience at NRG Park. This new Wi-Fi infrastructure, deployed in partnership with Extreme Networks, gives all guests seamless connectivity and enhanced digital interactions while attending events at NRG Stadium.

Whether cheering on the Houston Texans at a thrilling NFL game, experiencing the excitement of the Houston Livestock Show and Rodeo, or singing along with your favorite megastar, guests can now enjoy uninterrupted access to high-speed internet throughout NRG Stadium, enabling them to stay connected and engaged like never before.

"With the introduction of this state-of-the-art Wi-Fi network, NRG Park demonstrates its unwavering commitment to providing a world-class experience for visitors, including those attending Houston Texans and Houston Livestock Show and Rodeo events," stated Ryan Walsh, CEO/Executive Director, Harris County Sports & Convention Corporation, landlord of NRG Park. "Our aim is to elevate the overall guest experience by offering reliable connectivity that meets the demands of today's digital age. This investment underscores our dedication to innovation and excellence in hospitality."

"We are excited to partner with NRG Park and the Houston Livestock Show and Rodeo to further enhance the fan experience through advanced Wi-Fi connectivity," said Greg Grissom, President, Houston Texans. "The atmosphere at NRG Stadium on gamedays is unmatched and this initiative aligns with our continued commitment to provide Texans fans with the best possible gameday experience, ensuring they can stay connected and engaged throughout the game."

"The Houston Livestock Show and Rodeo is thrilled to be part of this innovative Wi-Fi initiative at NRG Park," said Chris Boleman, President & CEO, Houston Livestock Show and Rodeo. "This enhancement greatly benefited our attendees, exhibitors, and participants in 2024 and it will for years to come. It allows them to stay connected and engaged during our world-class event."

ANY EVENT. SERIOUSLY.





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"The network is the foundation for everything that happens in a venue, from wireless control over concert lighting, to real-time analytics around network activity during a busy football game," said John Brams, Senior Vice President of Americas, Extreme Networks. "In joining forces with Harris County Sports and Convention Corporation, Extreme will bring its time-tested experience in delivering solutions for venues of all sizes to NRG Park and help them take the next step in their journey as one of Texas' leading venues."

Extreme Networks has deployed a flexible, scalable, high-speed Wi-Fi 6E network across NRG Stadium, supporting modernized experiences for fans including mobile ticketing, cashless payments and in-seat concessions ordering. NRG Stadium hosts events of all sizes, from NFL Houston Texans games and the Houston Livestock Show and Rodeo to major concerts and Monster Jam, and various tradeshow. Extreme's wireless solutions will allow NRG Park to both handle traffic from a full stadium and temporarily scale down for optimized performance depending on the size of the crowd.

This new Wi-Fi network, which went live in the beginning of 2024, boasts robust coverage across all areas of NRG Stadium, ensuring that attendees of all events, including those hosted by the Houston Texans and the Houston Livestock Show and Rodeo, can seamlessly access the internet, stream content, engage on social media, and utilize event-specific apps without worrying about connectivity issues.

In addition to enhancing the visitor experience, the upgraded Wi-Fi infrastructure also benefits event organizers and exhibitors, by providing them with reliable connectivity for their operations. From live demonstrations to interactive displays, exhibitors can leverage the high-speed internet to showcase their products and services effectively. Further, with ExtremeCloud™ Business Insights for Venues, NRG Park can quickly access and analyze generalized network data to gain insight into fan preferences, including popular applications, moments of peak user engagement and location data around the flow of foot traffic within the complex. This enables NRG Park to make better informed decisions around staffing, identify potential partnerships and become a more competitive venue, as it can now offer post-event analytics data to event organizers as an additional benefit.

NRG Park's investment in this cutting-edge Wi-Fi technology reflects its ongoing efforts to stay at the forefront of event hospitality and technological innovation, serving not only the needs of its general visitors but also those attending events hosted by its primary tenants.

For more information about NRG Park and its amenities, visit www.nrgpark.com.

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About NRG Park:

NRG Park, managed by ASM Global, is the premier sports, convention, tradeshow/consumer show and entertainment complex located in Harris County, specifically Houston's South Main corridor district. Four major facilities – NRG Stadium, NRG Center, NRG Arena and NRG Astrodome – encompass 350 acres and provide 26,000 parking spaces. NRG Park is home to the NFL's Houston Texans, the Houston Livestock Show and Rodeo™, Super Bowl® XXXVIII & LI, WrestleMania® X-Seven & 25th Anniversary of WrestleMania, NCAA® Division I Men's Basketball Championship South Regional 2008, 2010 & 2015, NCAA Division I Men's Basketball Final Four 2011, 2016 & 2023, College Football Playoff Championship 2024, FIFA World Cup 2026 and hosts over 500 events annually.

For more information visit nrgpark.com.

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