

Hamilton network provider helps track V8 Supercar spectators

Locally-based Velocity Networks successfully provided high-speed Ethernet connectivity to Ticketek for all spectator access and entry points around the street circuit used for the Hamilton 400 V8 Supercar event.

At each of the 20 sites, spectator entry passes were scanned with handheld wireless barcode scanners by Ticketek staff.

Data was uploaded and transferred symmetrically at 10Mbps via the Velocity Network to the central ticketing database, where tickets were checked for validity, correct area access and double-use situations.

"We installed 20 points of sale, 60 wireless access control devices across 11 different locations around the race track.

To ensure we managed the ticket sales and access control for the large crowd, we needed a reliable and secure network that provided fast access to accurate ticketing information," said Michael Salas, head of technology - Ticketek.

In addition to their current citywide fibre network, Velocity laid an additional 5km of new cable in order to provide full data connectivity around almost the entire street circuit. Some of this fibre will remain after the event as part of the planned network expansion.

"In order to meet the tight deadlines, we contracted Hamilton owned TelTech Communications to install much of the temporary cabling we required", said Shane Hobson, Velocity's business development manager.

"They're very experienced at laying temporary cable for

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major outdoor events such as Fieldays," he added.

Preparations and laying of additional temporary cable started in earnest in late February, with final work only able to be completed once the V8 "circus" arrived in town, a few days before racing started.

"We were literally rolling cable alongside the fences and barriers as they were constructed in some places" said Brett

Morgan of TelTech

Velocity Networks also provided 20 public wireless internet access points situated conveniently around the circuit.

Spectators and corporate guests with any wireless-enabled laptop, PDA or cell-phone were able to check their emails and keep in touch with the office during lulls in the racing.

About Velocity Networks

Hamilton based Velocity

Networks is partnered with Hamilton Fibre Network (HFN) in a collaborative project led by Hamilton City Council and Wintec, with support from the University of Waikato and Environment Waikato.

Their combined fibre networks span the city, providing ultra-high speed broadband internet access to commercial buildings at speeds of up to 1Gbps (1000Mbps).

Operating as an 'open access' community network, users are free to subscribe to services from a range of application and internet service providers on the network.

The project has a number of implementation phases and is expected to be completed by 2010. The initial rollout of the extensive fibre network has been funded by a \$3.3 million grant from the Ministry of Economic Development, as part of the Government's Digital Strategy.

For more information, see www.velocitynetworks.co.nz.

About Ticketek

Established in 1979, Ticketek is the leading ticketing partner to the sports and live entertainment industry in Australia and New Zealand.

With a focus on superior

customer service, innovative products and market-leading technology, Ticketek processes over 18 million tickets to more than 13,000 events per year.

Ticketek is owned by PBL Media, managed by PBL Media Holdings Pty Limited, Australia's leading diversified media and entertainment group.

PBL Media assets also include the Nine Network Australia and NBN Television, ACP Magazines, Acer Arena and interests in Carsales, Ninemsn, myhome, and the Australian News Channel (sky News).

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Don't be stuck with expensive and slow internet. Velocity Networks is now offering Hamilton businesses a genuine alternative for ultra-high speed broadband internet.

Our expanding broadband fibre network can connect to many commercial buildings across the city. Operating at speeds of up to 1Gbps (1000Mbps) it's significantly faster than ADSL broadband and more cost effective than most dedicated circuit connections currently available today.

Improve company productivity, reduce internet costs and speed up real-time business applications across city branches with Velocity Networks. It's the smart alternative.

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