



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

WELLS FARGO CENTER PHILADELPHIA, PA

Challenge

The Wells Fargo Center is one of the highest grossing venues in the United States. Comcast Spectacor leadership had a vision to transform the arena into a technology showcase. A phased approach to redefining the customer experience driveway to driveway is being powered by a strategic partnership with Comcast Cable, Cisco, and the Philadelphia Flyers.

Solution

- Partnered with Comcast Cable and Cisco to upgrade the XFINITY WiFi experience
- Enabled industry leading standards for concurrent usage by all patrons free of charge
- Installed a best-in-class ethernet internet connection, 350 wireless AC access points and 700+ Bluetooth beacons
- Created a proximity platform to enable indoor positioning and real time, location-based content delivery and targeted offers
- Designed a next gen Flyers mobile app that brings fans closer to the game
- Established a data warehouse to inform real-time marketing decisions
- Generated exclusive content including four multicast mobile video channels, on demand ancillary videos and animated visualizations of game statistics
- Launched comprehensive marketing initiatives with the Flyers to include new arena enhancements

Result

- The Wells Fargo Center is believed to have the fastest WiFi with the most interactive beacons of any North American arena
- Fans and sponsors have embraced the technology and management has increased its efficiency with fan engagement, game flow and marketing opportunities
- In the 2015-16 season, fans will be able to instantly post selfies on scoreboard, view exclusive camera feeds and team charity raffles, and purchase tickets