

CIRCUIT OF THE AMERICAS PARTNERS WITH RUCKUS TO DELIGHT RACING FANS WITH AN AMAZING EXPERIENCE



500,000 people attended
over race weekend



36,000 connected
at biggest event



1 Gbps speeds
supported



39 TB of data
transmitted



Customer
Circuit of the Americas

Location
Austin, TX

Fans expect not just an event, but an experience

For Circuit of the Americas (COTA), a premier motorsports and entertainment venue, delivering a memorable fan experience is everything. Expectations have changed for large venues. Today, attending an event isn't only about seeing world-class drivers and state-of-the-art racing machines. It's about keeping people connected and engaged wherever they are—from offering smooth ticketing and fast communications to providing easy access to concessions, souvenirs, and

other amenities. High-performance Wi-Fi is key to making it all happen.

To stay several laps ahead of changing visitor demands, the IT team at COTA was looking for a high-performance, state-of-the-art Wi-Fi® solution for its venue in Austin, TX. Purpose-built to host world-class events like Formula 1, MotoGP, and NASCAR, COTA features a 3.41-mile racetrack, set on 1,500 acres just outside town. The venue is not only an outstanding racing destination, but also a platform for business, education, and entertainment, making cutting-edge connectivity essential.

"We have wireless access points (APs) in use all over the facility to serve guests, vendors, and support the corporate network"

Joseph Krek
IT manager at Circuit of the Americas



Scaling up for the year's biggest event

COTA is a dynamic venue with new races, concerts, and athletic events always on the horizon. When COTA started making plans for a major weekend race, Krek and his team reached out to RUCKUS Networks and its partner SmartWAVE Technologies to prepare for unprecedented wireless demands.

"We trust RUCKUS® because of their leadership in Wi-Fi 7 technology," said Krek. "They were the first to market a standard power solution for outdoor Wi-Fi. They also offer a broad portfolio of products capable of delivering high-performance connectivity everywhere we need it, from garages and VIP areas to lawn seating."

COTA was seeking to provide a great experience and reliable operations to 500,000 people over the race weekend. Given the size and nature of the massive event, an experienced partner was critical to ensuring the deployment was a success. SmartWAVE, a longtime RUCKUS Elite partner, brought their extensive experience in outdoor Wi-Fi and managed services to support COTA before, during, and after the event.

"I'm incredibly grateful for SmartWAVE, and I'm really glad that CommScope and SmartWAVE have the relationship they do," said Krek. "Their ongoing support has been incredible."

Meeting high-profile expectations

Working closely with COTA, RUCKUS took time to understand the different applications and levels of service the venue required—and delivered the equipment on time for the biggest race of the year.

At the heart of the solution are high-performance Wi-Fi 7 APs. With its ability to support extreme speeds, low latency, and increased capacity, Wi-Fi 7 empowers COTA to support exceptional user experiences and its most demanding applications, all throughout the venue.

For outdoor settings, the RUCKUS T670 Wi-Fi 7 outdoor AP offers high-density, high-throughput, low-latency, tri-band connectivity. This AI-driven AP is designed and built to meet the unique demands of the most challenging public venues and stadiums.

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"More than 36,000 people connected to the network during the biggest event of the year, with speeds up to 1 Gbps and passing over 39 TB of data, providing a connected experience like never before," said Krek. "These 36,000 people included fans, workers, front of the house and back of the house operations—everything. Our ticketing, point of sale (POS) systems and communications operated flawlessly, enhancing the overall user experience and increasing our revenues."

An agile solution for diverse sites

With its advanced Wi-Fi solution in place, COTA has gained a new level of business agility and flexibility to connect a variety of sites across its facility. For example, its Germania Insurance Amphitheater hosts major concert events. With a capacity of more than 12,000, the venue often requires fast, responsive IT operations to meet changing requirements for specific events.

"We're like a traveling circus that does not move," said Krek. "We set up and tear down pretty constantly, and that includes APs. We have a mix of permanent and temporary APs, and our concert area is very dense. As requirements change, marketing groups often want to move on the fly to where food is sold or other active areas. If we need to get coverage where food trucks are being brought in at the last minute, we can drop RUCKUS APs out there in just a couple minutes. It's great."

Krek and his team are also extending RUCKUS wireless solutions to support events at the site's COTA Car Community. These upscale environments offer luxurious onsite amenities like an outdoor lounge with grills, conference facilities, and a clubhouse and pool.

The COTA Car Community also host numerous events where high-performance wireless plays an important role.

"We're running about 12 events a day, or approximately 700 events onsite per year," said Krek. "It's quite a busy venue, and we need fast support and customization capabilities. If somebody's uncle wants to go go-karting for their birthday, we need to support it, and the Wi-Fi connection needs to be personalized for the event. It's easy to deploy an SSID for 'Uncle Bob's Wi-Fi' or anything else we require."

With their high-performance, scalable Wi-Fi 7 solution from RUCKUS, COTA is confident in its ability to keep pace with changing demands today while

staying prepared to provide dependable connectivity for a rich variety of new events well into the future.

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com.



SmartWAVE Technologies

SmartWAVE specializes in the design, build, and management of indoor and outdoor high-density wireless networks that power exceptional user experiences in stadiums, airports, convention centers, campuses, cities, and public spaces. From precision engineering and field design to deployment and ongoing management, SmartWAVE delivers end-to-end wireless solutions built to handle the demands of modern users—fast, reliable, and built to scale.

Discover more at www.smartwave.us.



RUCKUS Networks. RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business—a loyal companion ready to help get the job done, whatever it takes. RUCKUS Networks is backed by the corporate resources of CommScope, which powers many of the world's most advanced networks.

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CS-120253-EN (09/25)

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