




This presentation explains the following topics:

-  Network capabilities
-  IT Products and Services catalog
-  FAQ
 - About the Wifi Network
 - About the Digital Assets
 - About other customer experiences

Network Capabilities



Fira Barcelona

WiFi NETWORK CAPACITY
64.000 Concurrent Users

INTERNET
**Throughput 10Gb
(5 Gb in HA configuration)**

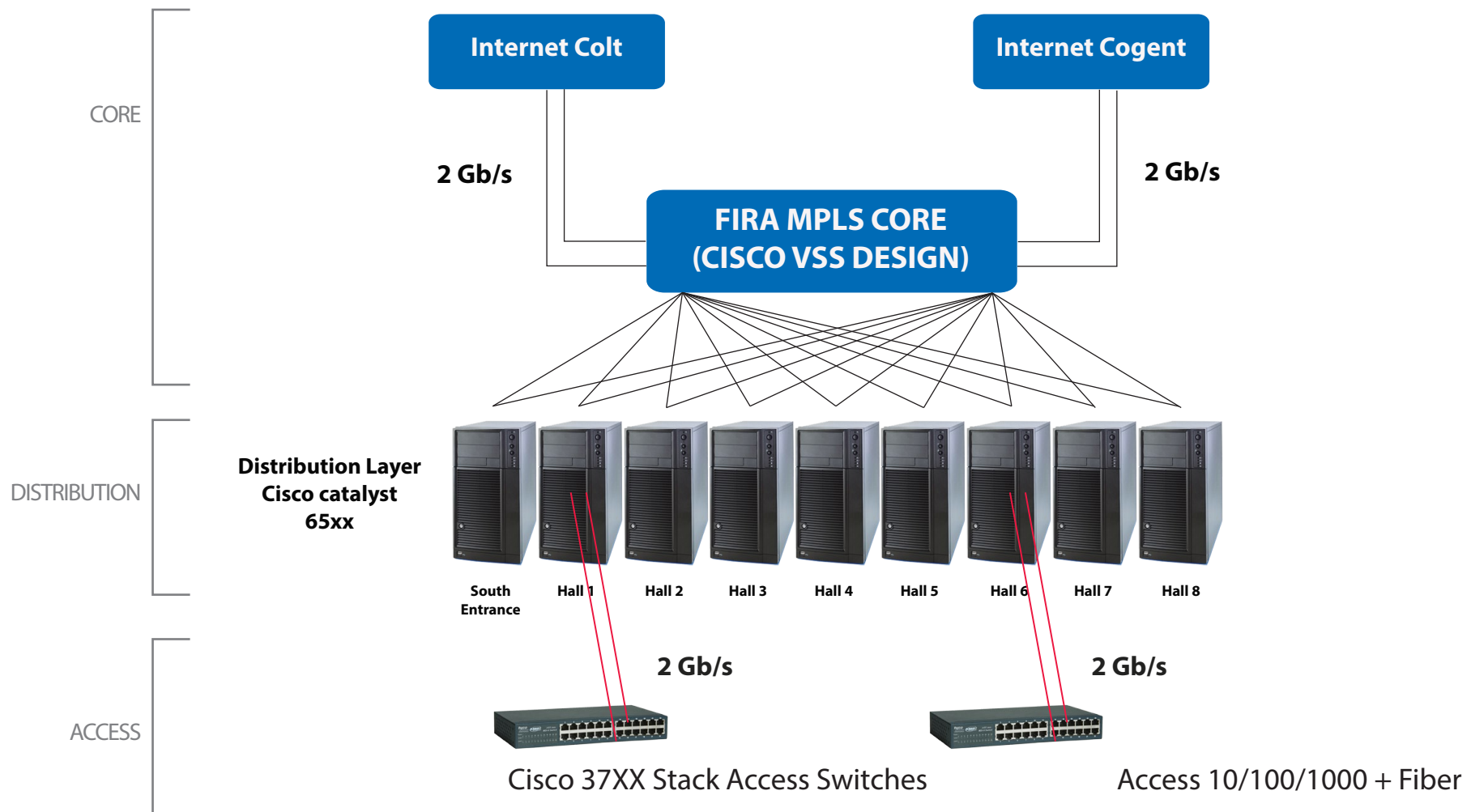
CABLING CAPACITY
16.000 available ports

Network Overview

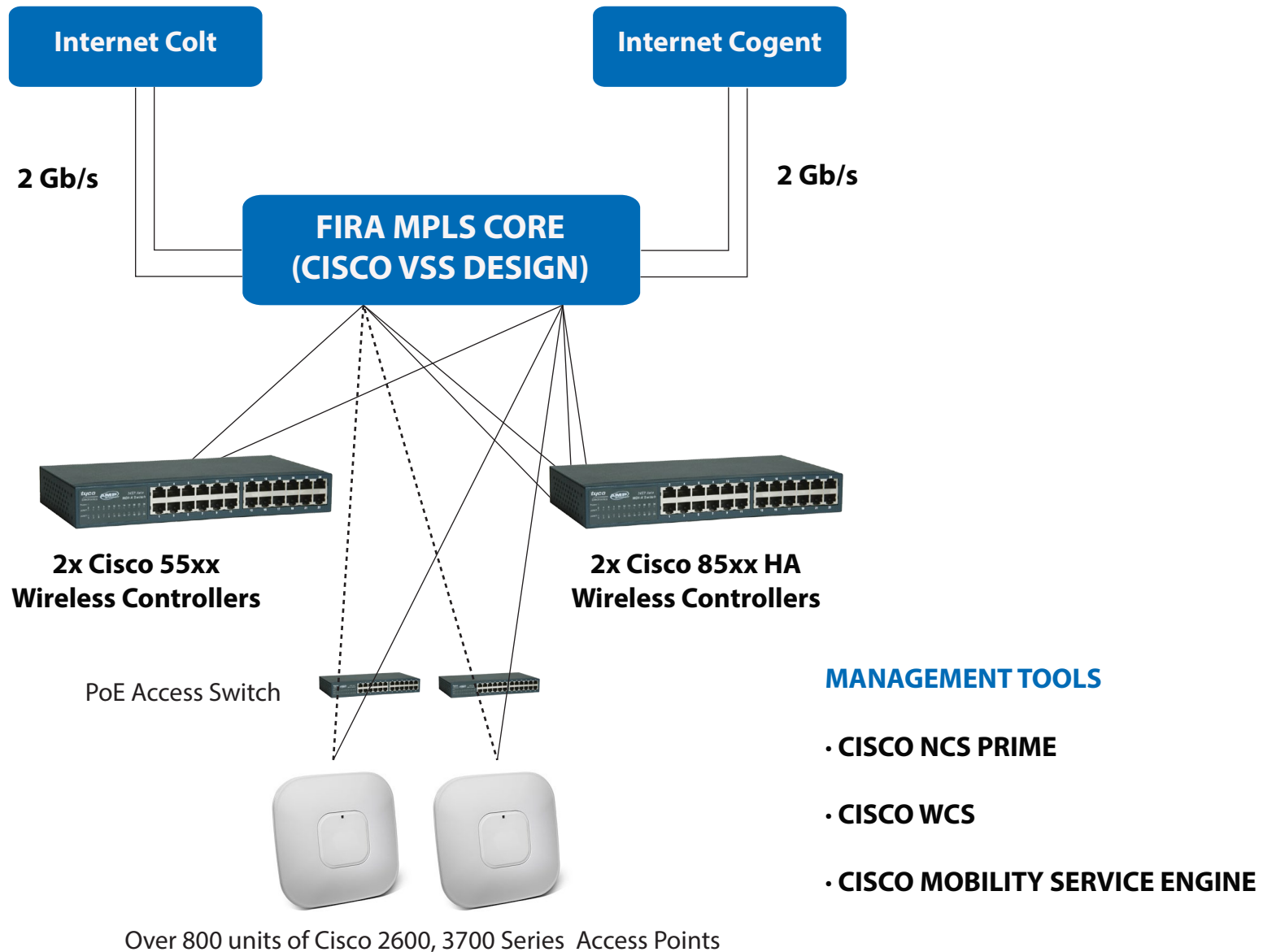
4 CORES

Autonomous System (AS)

3 LAYERS



Wifi Network

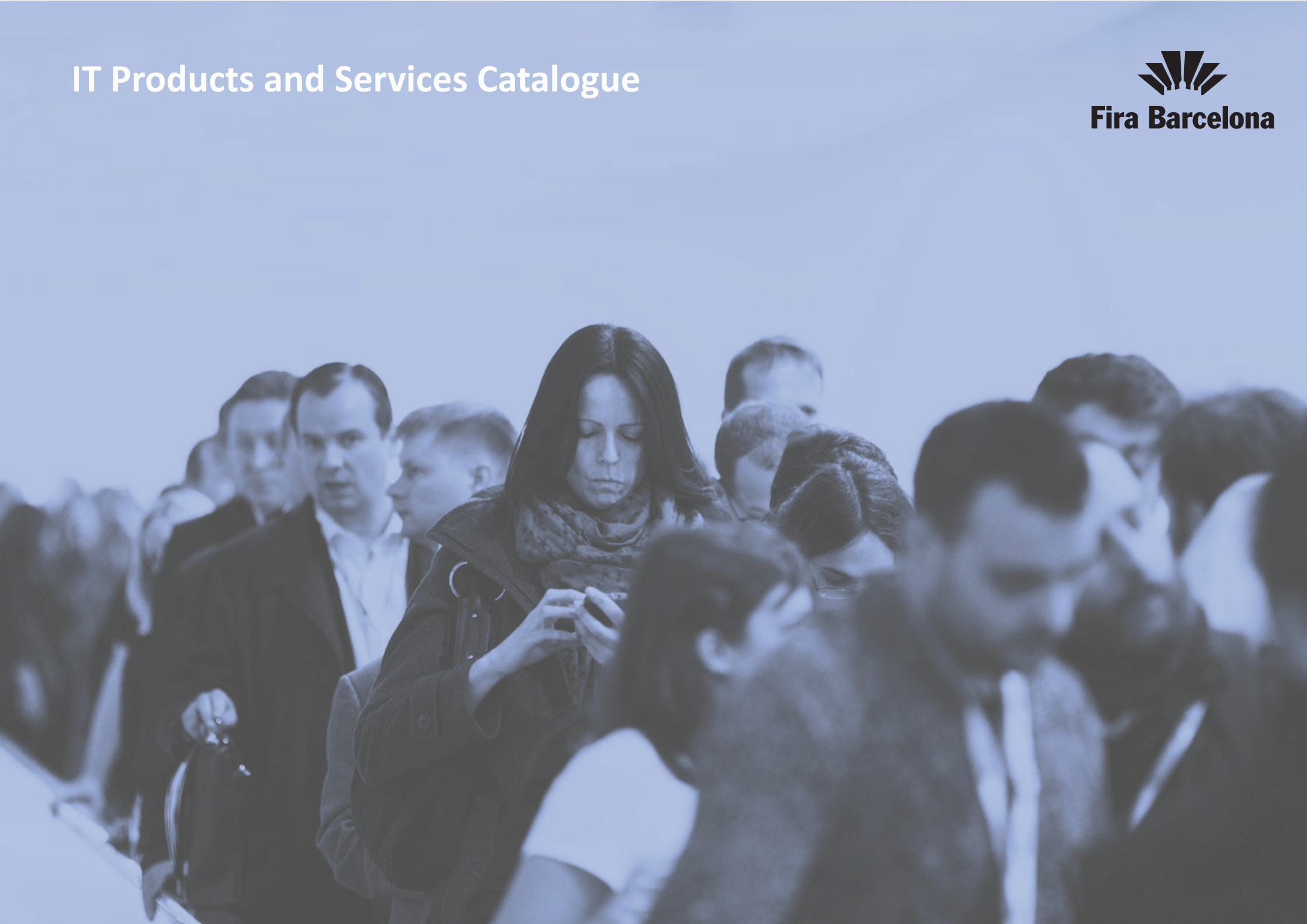


AP Locations

The network has more than 800 APs, approximately one every 20m, covering all exhibition areas.



IT Products and Services Catalogue



Product Families

There are 6 families available within our range of products:

Cable

- Network Cabling CAT5e (exhibitor, organization, venue)
- Network Cabling Optical Fibre (cabling and power certification)
- Phone Cabling
- Cable Tagging
- Corridors Cable Patching
- Cabling and Material Collection after the show

WiFi

- SOHO-Like WiFi (private SSID linked to the wired service)
- WaaS (WiFi as a Service for the whole venue with specific services)
- Customized landing pages (HTML, authentication, reporting, final documentation)
- WiFi Radio Planning and Customized Solutions and Designs
- Multiple Vendor Solutions

Voice / Telephone Service

- Installation support for POS terminals and ISDN lines
- Supply and Installation of Analog, Digital and IP Phones
- Management of the Corporate Phone Services and Invoices
- Proactive Monitoring of Backhauling and PBXs Critical Events



Product Families

Internet Advanced Services

- ISP Backhaul management
- High Level Support to Fira's providers for QoS, audiovisual broadcasting...)
- UPS Secured Power Lines
- Consultancy for specific requests

Management Services

- Project Management
- Show/Event Whitepapers
- Monitoring Tools: customized dashboards to monitor services
- Specific Tools Design and Development (CRM, Provisioning, Ticketing, Tracking...)

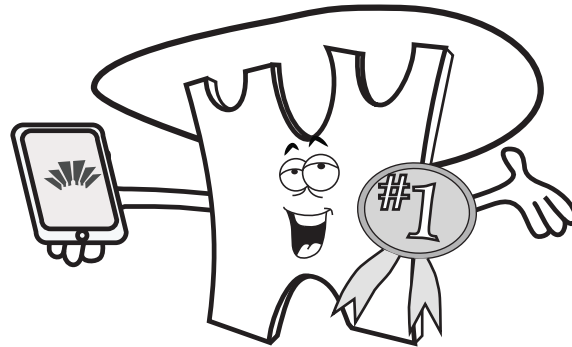
Other Professional Services

- Custom Call Centers / Call Campaigns Management
- Support to Attendees:
 - Frontdesk
 - Call Center
 - Field Technicians
 - WiFi On-Site Regulation Team
- Product Catalog Customization
- Communication Policy Management for each Show
- IT Policy Definition



Successful Stories

MWC2014



Service Figures:

22,000 Concurrent Wi-Fi Connections (World Record!!)

5,000 Wired Connections

5,000 Mbps Aggregated Throughput to Internet



EASD 2013

Service Figures:

5,382 Concurrent Wi-Fi Connections

571 Wired Connections

420 Mbps Aggregated Throughput to internet

Successful Stories

HP Discover 2013

Mixed Services between Customer and Venue

Fira provides:

- Customized VLANs
- Multiple Vendor WiFi Infrastructure Solution
- Network Cabling

Customer provides:

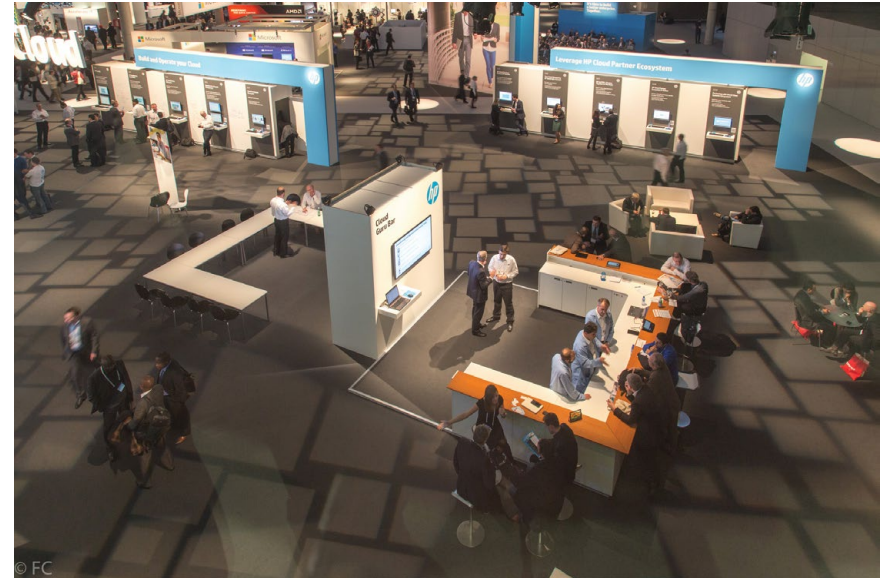
- Layer 3 Management
- NAT/PAT
- WiFi Landing Page

Service Figures

11,000 Concurrent Wi-Fi Connections

1,000 Wired Connections

Aggregated Throughput to internet: 2,100 Mbps



Successful Stories

VMWorld 2013

Mixed Services between Customer and Venue

Fira provides:

Customized VLANs

Layer 3 Management

PAT

Network Cabling

Customer provides:

WiFi Access Points

NAT services for the WiFi

Service Figures:

1,121 Concurrent Wired Users

Aggregated Throughput to internet. 1,000 Mbps



Frequently Asked Questions



Frequently Asked Questions

Wi-Fi

What bands are supported?

- The new network supports the bands defined in standards 802.11 a/b/g/n/ac

Venue bandwidth and potential allocation to the show/event:

· Currently the venue has a backhaul of 2 Gbps per Hall and the whole venue is connected to and ISP with a 2 Gbps BGP redundated line from GV and 1 Gbps from MJ (3 Gbps aggregated throughput). A higher bandwidth could be provided if required (as for MWC 4 Gbps)

· The access network supports up to 20-25 Mbps per access point radio (each AP has a 2,4 GHz radio and a 5 GHz radio) in ideal conditions (no interferences, short distance to AP, uniform distribution of client devices). The number of permanent APs per Hall is as follows:

Hall 1: 56 APs
Hall 2: 98 APs
Hall 3: 114 APs
Hall 4: 90 APs
Hall 5: 48 APs

Hall 6: 57 Aps
Hall 7: 48 APs
Hall 8.0: 28 APs
Hall 8.1: 33 APs

HotSpot Areas: 273 APs
in Restaurants, Con-
vention Centers, Walk-
Way, Outdoor Spaces,
Offices...

Ability to monitor and control usage – e.g. can we slow down people watching sports while at the show using wifi bandwidth?

Our network can be tuned to achieve the desired requirements, allowing many filter options such as:

- Application / Protocol based filters
- Bandwidth control per user / application
- Traffic Shaping, Firewalling...

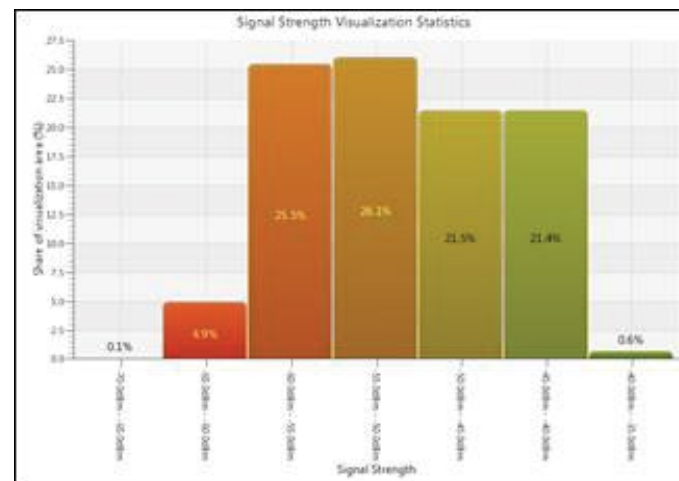
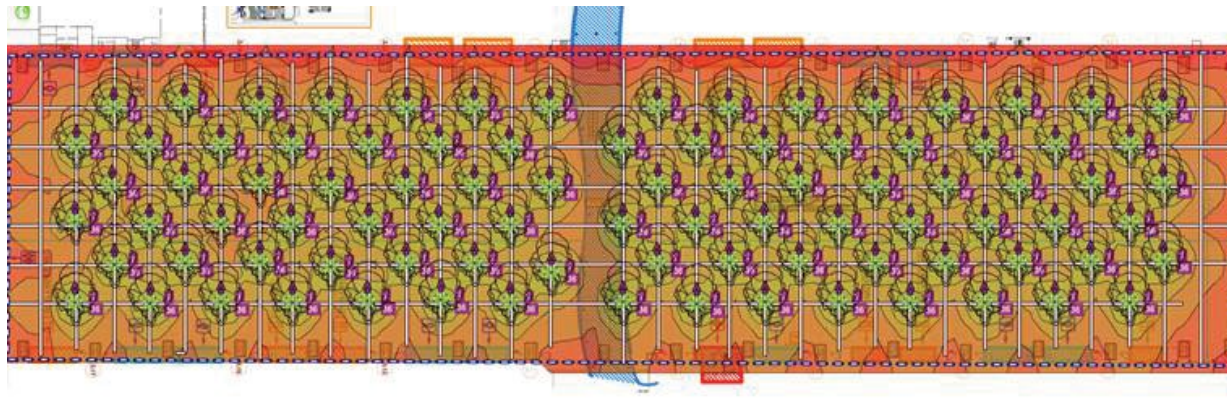
Do they have any best practice guidelines for exhibitors?

In most shows exhibitors are not allowed to use their own WiFi APs and they are encouraged to use the venue's network services in 5 GHz. The WiFi policy was distributed among all exhibitors.


Frequently Asked Questions

Can Fira provide a heat mapping solution or provide support for it?


A number of monitoring tools is available for Fira to assure the quality of the services. Some of these tools can be made visible for customers that require such a piece of information.



Smart Services



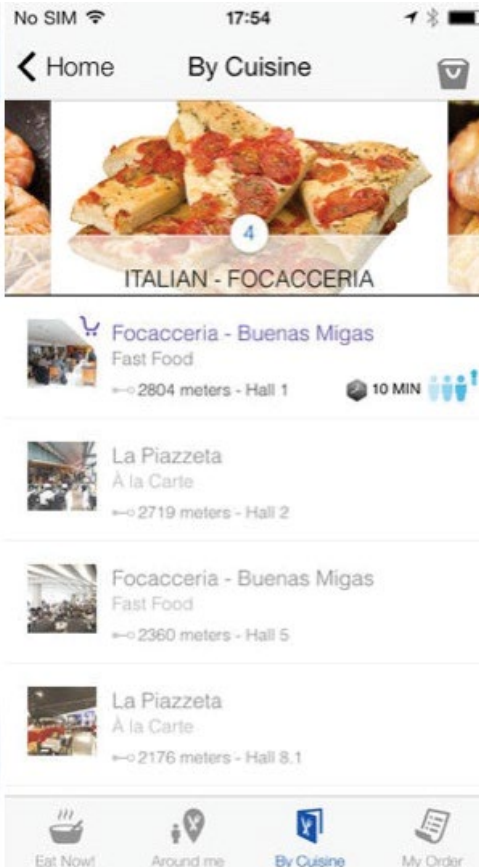
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Transforming the Event Experience!



events **MOBILE.** WORLD CONGRESS

Welcome **1 Oct 2013**
We look forward to welcoming you to Mobile World Congress 2014 and hope you enjoy using... >
MWC

- Schedule
- Speakers
- Mapping
- Exhibitors
- Find People
- MyReg & Badge
- Transport
- Food
- News & Social
- My Inbox
- My Event

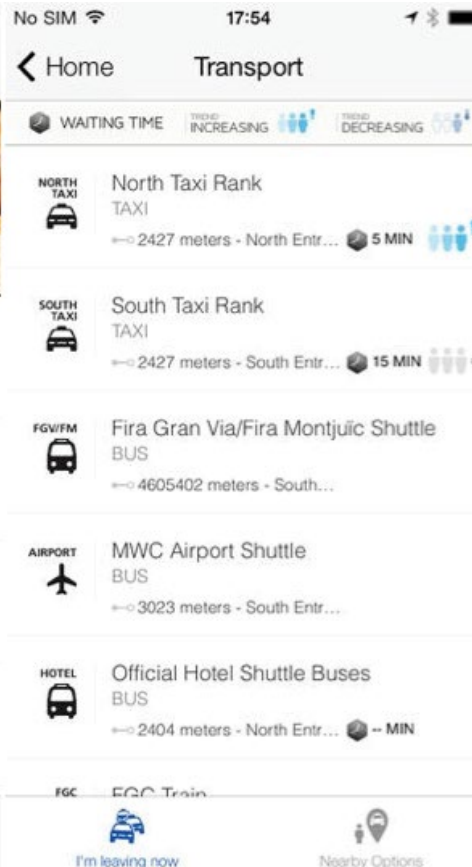


Home **By Cuisine**

ITALIAN - FOCACCERIA

- Focacceria - Buenas Migas
Fast Food
→ 2804 meters - Hall 1 10 MIN
- La Piazzeta
À la Carte
→ 2719 meters - Hall 2
- Focacceria - Buenas Migas
Fast Food
→ 2360 meters - Hall 5
- La Piazzeta
À la Carte
→ 2176 meters - Hall 8.1

Bottom bar: Eat Now! Around me By Cuisine My Order



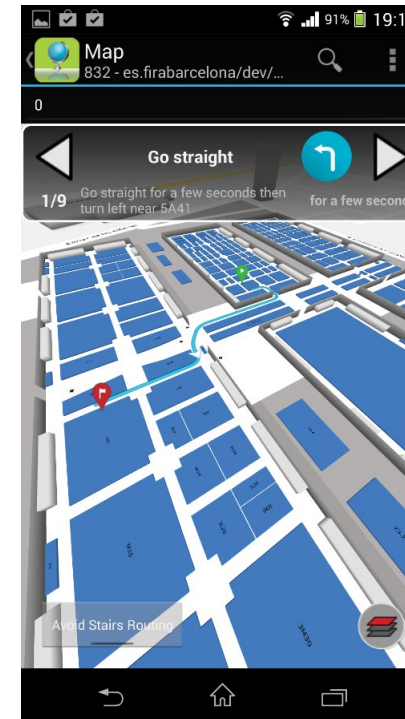
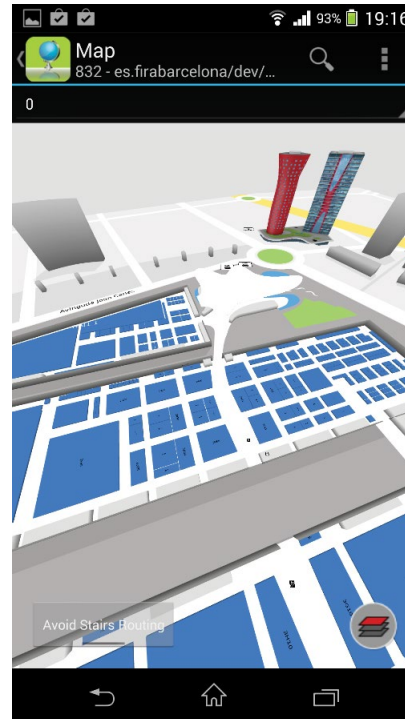
Home **Transport**

WAITING TIME TREND INCREASING TREND DECREASING

- NORTH TAXI North Taxi Rank TAXI
→ 2427 meters - North Entr... 5 MIN
- SOUTH TAXI South Taxi Rank TAXI
→ 2427 meters - South Entr... 15 MIN
- FGV/FM Fira Gran Via/Fira Montjuic Shuttle BUS
→ 4605402 meters - South...
- AIRPORT MWC Airport Shuttle BUS
→ 3023 meters - South Entr...
- HOTEL Official Hotel Shuttle Buses BUS
→ 2404 meters - North Entr... -- MIN
- FGC FGC Train

Bottom bar: I'm leaving now Nearby Options

Smart Services - Mapping



3D MAP

Includes most important references of the environment

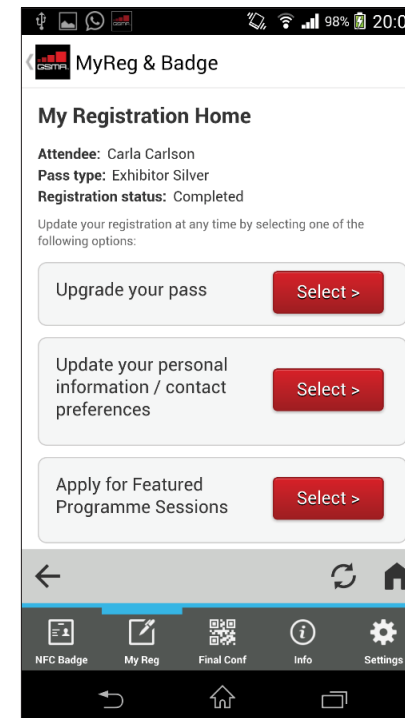
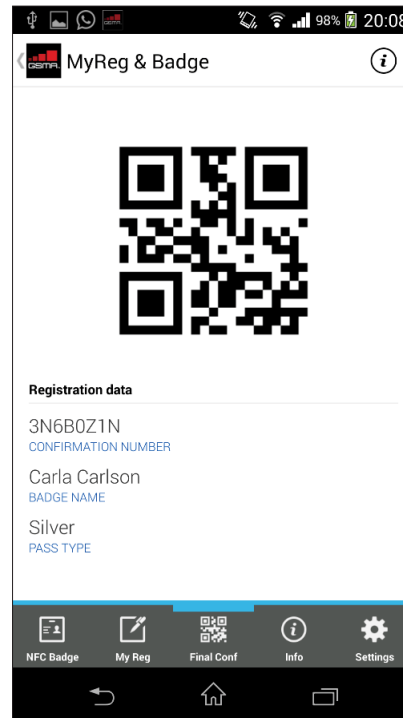
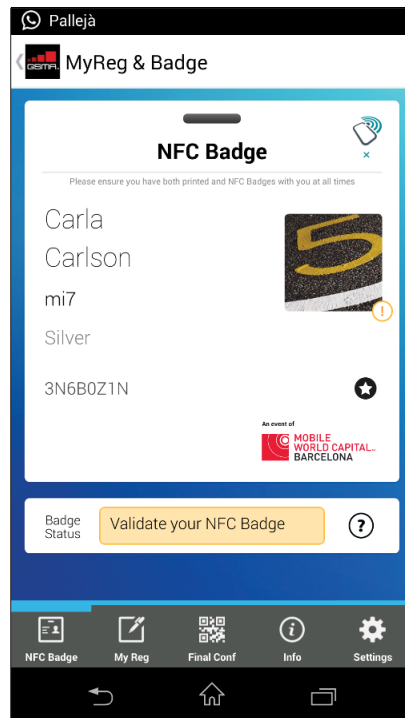
More than 250 Points of Interest

Geolocalization

Navigation

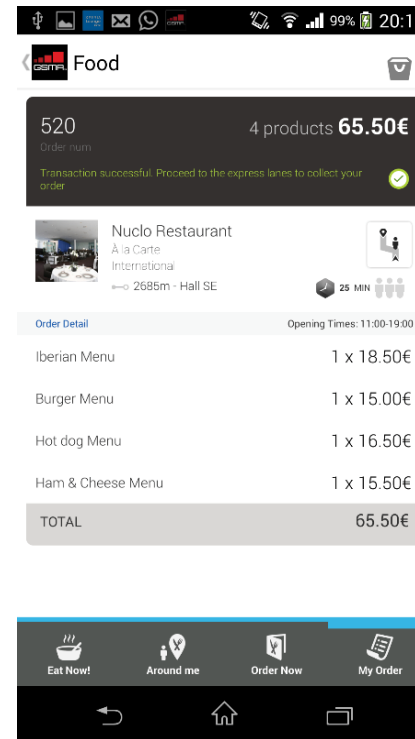
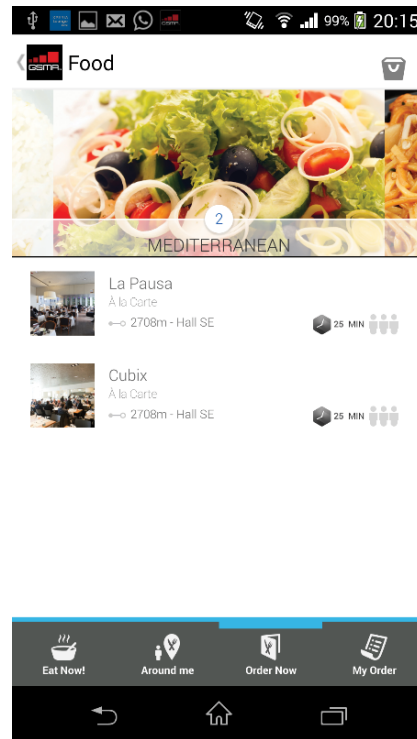
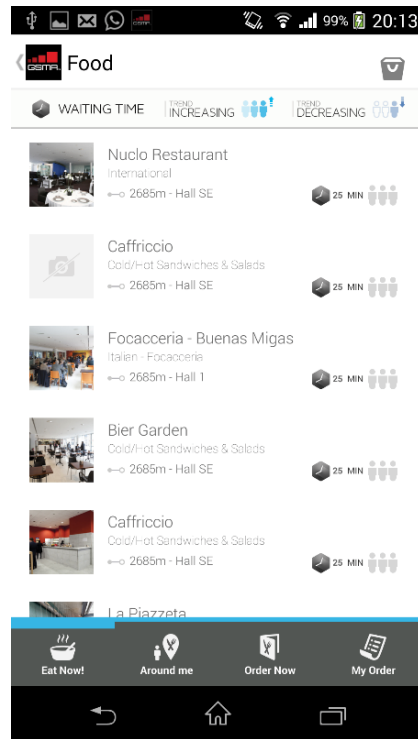
Time Calculation

Smart Services - Badge

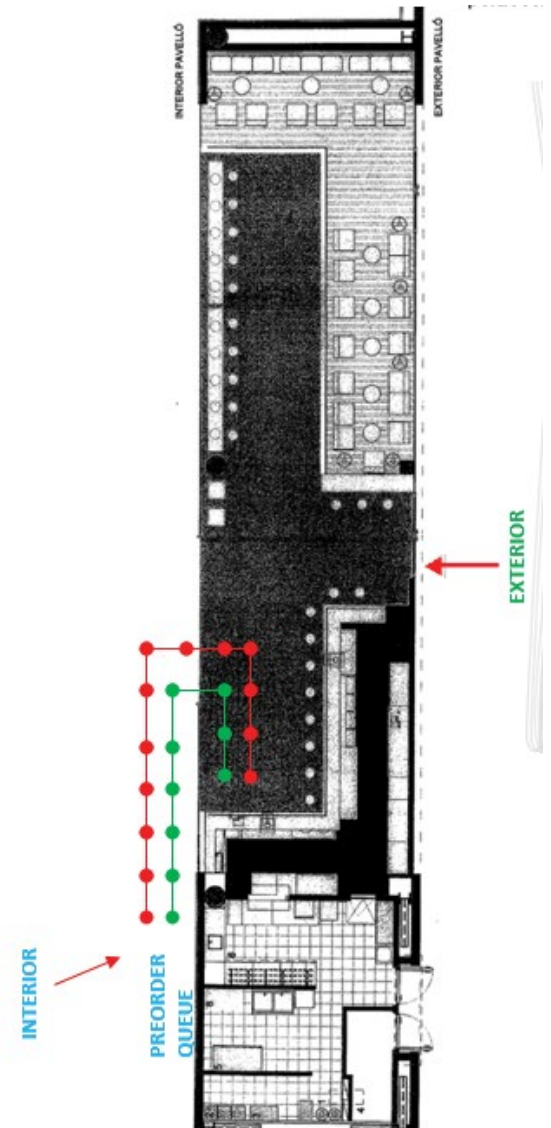
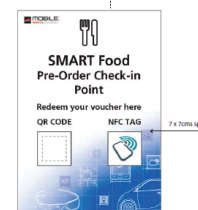



Automatic picture validation for registration
Paperless: Final Confirmation with QR code
Upgrade options within the app

Smart Services - Food



Restaurants classified by type of food
 Queue time Information and Evolution
 12 restaurants with pre-order capability
 Map integration: route to restaurant and time for arrival





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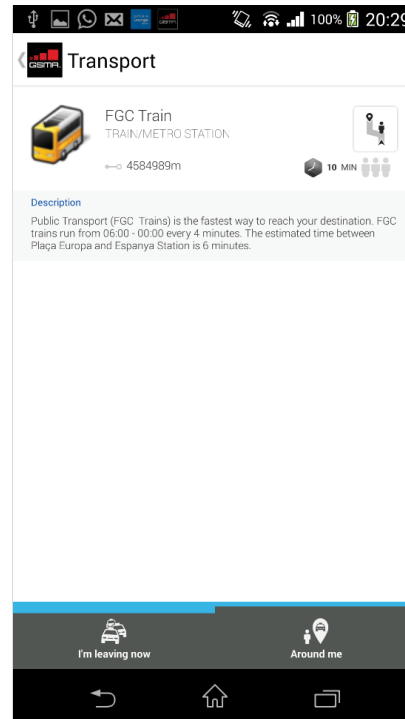
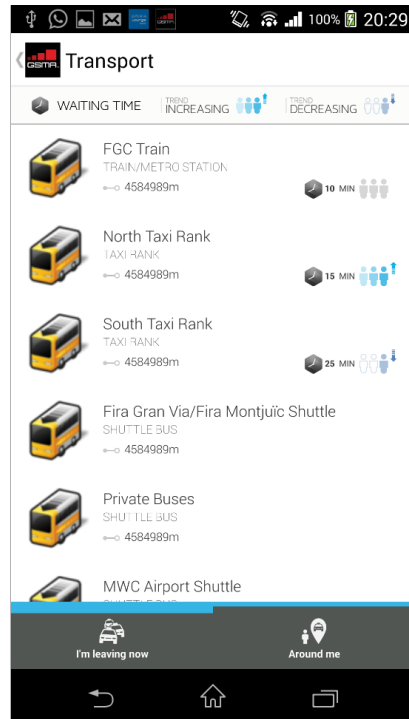
Leadretrieval is available for:
 
 Barcelona | 24 - 27 February 2014

 ACCESS TO THE PORTAL
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 ACCESS TO THE PORTAL
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Smart Services - Transport



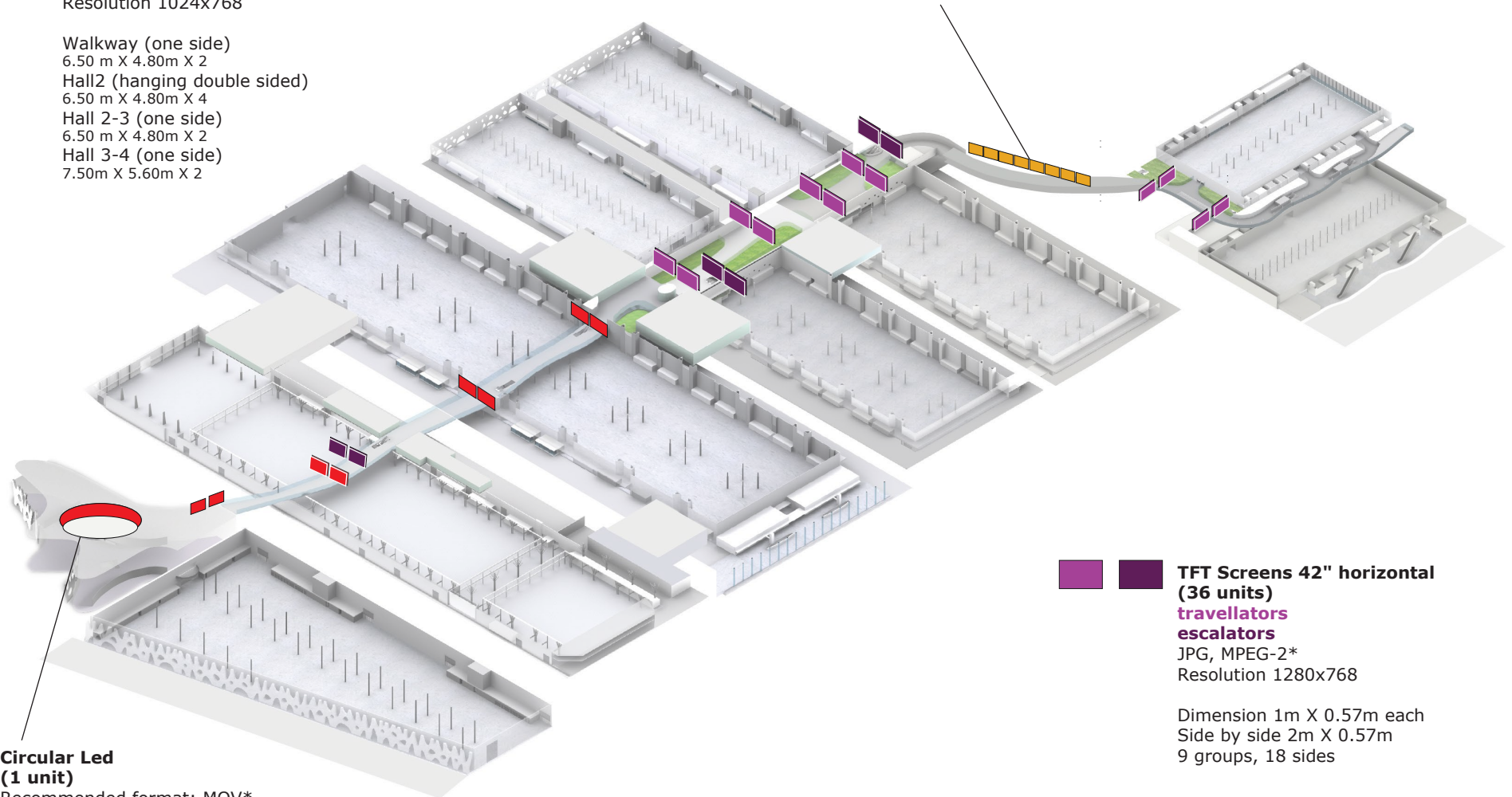
Information regarding 12 transport points (taxi, bus, train)
TAXI and train wait times and evolution
Integration with maps: route and time for arrival calculation


Digital Signage



 **LCD Projector
(10 units)**
JPG, MPEG-2*
Resolution 1024x768

Walkway (one side)
6.50 m X 4.80m X 2
Hall2 (hanging double sided)
6.50 m X 4.80m X 4
Hall 2-3 (one side)
6.50 m X 4.80m X 2
Hall 3-4 (one side)
7.50m X 5.60m X 2

Watchout between Halls 7 and 8
8 projectors overlapped 20% each (1024px X 768 px) X 8 = 6759 px X 768px
total dimension: 31.30 m X 4m



 **Circular Led
(1 unit)**
Recommended format: MOV*
104 m long x 1,5m height
Resolution 3992x112

  **TFT Screens 42" horizontal
(36 units)**
travellators
escalators
JPG, MPEG-2*
Resolution 1280x768

Dimension 1m X 0.57m each
Side by side 2m X 0.57m
9 groups, 18 sides



Fixed Elements

Circular Led (Total 1 unit)
Recommended format: MOV* (no sound available)
Resolution 3992x112
104 m long x 1,5m height



LCD Projector (10 units)
JPG, MPEG-2*
Resolution 1024x768

Walkway (one side): 6.50 m X 4.80m X 2
Hall2 (hanging double sided): 6.50 m X 4.80m X 4
Hall 2-3 (one side) : 6.50 m X 4.80m X 2
Hall 3-4 (one side) : 7.50m X 5.60m X 2



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Dimension 1m X 0.57m each
Side by side 2m X 0.57m (9 groups, 18 sides)



Watchout between Halls 7 and 8
8 projectors overlapped 20% each (1024px X 768 px) X 8 = 6759 px X 768px
total dimension: 31.30 m X 4m

Moveable Elements**

Totem 42" screen vertical (Total 18 units)
Recommended format: JPG, MPEG-2*
Resolution 768x1280
Dimension 0.57m X 1m

Totem 57" screen horizontal (Total 2 units)
Recommended format: JPG, MPEG-2*
Resolution 768x1360
Dimension 1.25m X 0.70m



*If movies are delivered in their final format, please take into account that all the files must be to 30fps.

** The totems are meant to be installed along the walkway and south access. Exact location of totems depends on availability of sockets and network connections in the area. Please contact our team to find a solution that suits you.