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Tennessee Titans Enhance Fan Experience with In-Stadium Wi-Fi and Analytics from Extreme Networks

Fast Wi-Fi and Network Powered Analytics to Dramatically Improve Game Day Experience from the Sidelines to the Press Box

SAN JOSE, Calif., July 21, 2014 /PRNewswire/ -- [Extreme Networks, Inc.](#) (Nasdaq: EXTR) and PCM Inc. (Nasdaq: PCMI) today announced that the companies were selected by the Tennessee Titans of the National Football League (NFL) to outfit Nashville's LP Field with its IdentiFi® high performance Wi-Fi technology. The relationship follows a comprehensive evaluation of leading wireless LAN technology by the Titans. Extreme Networks was recently named the Official Wi-Fi Analytics Provider of the NFL.



The Tennessee Titans have made seamless mobile connectivity with Wi-Fi a leading enhancement for fans and media throughout its facilities, and Extreme Networks, along with Wi-Fi solutions and technology provider [PCM](#), will deliver a robust wireless platform. The technology will provide fans with the capability to seamlessly access mobile services and custom applications on game day. Concurrently, the Titans technology staff will have access to rich data analytics and visibility into the network.

Key Facts

- Extreme Networks and PCM will install its high-density IdentiFi Wireless solution to provide Wi-Fi access that is made available for free to all fans and across LP Field, including the seating areas, club level, suites, press box, locker rooms and concourse.
- The Extreme Wi-Fi system is designed to support all high density requirements, including high-speed connections for streaming content and uploading photos, support of social engagement, in-venue mobile application delivery for value added services and efficient multicast video delivery with unicast-like performance and reliability.
- Extreme's Wi-Fi analytics technology provides the Titans with unprecedented near real-time visibility into what fans expect from their in-stadium experience.
- Extreme Networks analytics platform delivers deep insight and intelligence during the game to measure the fans experience and engagement with their mobile devices. Real time data and analysis shows the applications, web sites and social media interactions that are in demand.

Executive Perspectives

Don MacLachlan, Executive Vice President of Administration and Facilities, Tennessee Titans

"Our fans are our number one priority, so being able to provide an enhanced experience for them is a tremendous opportunity. The partnership with Extreme will not only positively change the in-game atmosphere but will also allow us to garner deeper insights into how fans interact with their devices while they are in the stadium. Extreme's Wi-Fi and analytics solution is unparalleled and we are confident we will receive encouraging feedback."

Michelle McKenna-Doyle, CIO, NFL

"The NFL is committed to utilizing next-generation technology to help improve the fan experience in stadium. Extreme Networks' Wi-Fi analytics technology is part of the NFL's overall plan to improve the stadium experience with enhanced Wi-Fi connectivity."

Norman Rice, Senior Vice President of Corporate Development, Extreme Networks

"Today's sports fan wants to share their experiences at games in real-time and they expect a high level of connectivity that provides them the comfort and convenience to do so. Extreme is committed to driving the Experience Economy by providing a great user experience with simple, fast and smart technologies that empower organizations to deliver excellence. The Titans have the cutting-edge technology in place to offer a more connected experience for fans, and in turn, they will receive vital network insights into fan behavior and how to provide a more immersive experience for those attending LP Field."

Stephen W. Moss, President Services, PCM

"Our partnership with Extreme Networks enables organizations that are serious about blending technology into a world-class fan experience to implement and maintain high density Wi-Fi without the complexity of traditional networks. PCM's work with the Tennessee Titans provides simplicity and peace of mind through a simple, centralized, and yet sophisticated Wi-Fi management system, ultimately enhancing the fan experience during games."

Additional Resources

- NFL Partnership [Press Release](#)
- IdentiFi Wi-Fi Product [Page](#)
- Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)

About PCM, Inc.

PCM, Inc., through its wholly-owned subsidiaries, is a leading technology solutions & services provider to small and medium sized businesses, mid-market and enterprise customers, government, educational institutions and individual consumers. For over twenty years, we have been a recognized leader in the IT marketplace providing hardware, software, networking equipment, storage, peripherals and supplies. As an ISO 9001:2008 registered company, we have built our reputation on quality processes supported by certifications and accreditations at the highest levels with industry partners such as Apple, Cisco, HP, IBM, Microsoft and Oracle.

PCM Service offerings span the IT lifecycle with Procurements & Logistics, Consulting & Implementation and Outsourcing Services. PCM Procurement & Logistic Services operates three U.S.-based logistics and configuration centers for staging inventory for rollouts and providing advanced logistics services such as custom imaging, server configuration, asset tagging and reporting. PCM Consulting & Implementation Services focus on integrated business technology solutions with best in class hardware, software and the services. Key technology service practices include Enterprise Mobility Management, End-user Computing, Data Center Optimization, Virtualization, Networking and Cloud Solutions. PCM Outsourcing Services provides Managed IT Support offerings with Integrated Operation & Service Desks for 24x7 support; Field Service teams for on-site and dispatch requirements plus expanding Datacenter Hosting and Cloud services.

About Extreme Networks

Extreme Networks, Inc. (NASDAQ: EXTR) is setting a new standard for superior customer experience by delivering network-powered innovation and market leading service and support. The company delivers high-performance switching and routing products for data center and core-to-edge networks, wired/wireless LAN access, and unified network management and control. Our award-winning solutions include software-defined networking (SDN), cloud and high-density Wi-Fi, BYOD and enterprise mobility, identity access management and security. Extreme Networks is headquartered in San Jose, CA and has more than 12,000 customers in over 80 countries. For more information, visit the company's website at <http://www.extremenetworks.com>.

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Except for the historical information contained herein, the matters set forth in this press release, including without limitation statements as to the features, performance, and benefits of Extreme Networks products, are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements speak only as of the date. Because such statements deal with future events, they are subject to risks and uncertainties, including network design and actual results of use of the product in different environments. We undertake no obligation to update the forward-looking information in this release. Other important factors that could cause actual results to differ materially are contained in the Company's 10-Qs and 10-Ks that are on file with the Securities and Exchange Commission. <http://www.sec.gov>.

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