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Jacksonville Jaguars to Kick Off 2014 Season with High Density Wi-Fi Solutions from Extreme Networks and SignalShare

EverBank Field Equipped with Pervasive Wi-Fi for Fans This Season

SAN JOSE, Calif. and RALEIGH, N.C., Aug. 8, 2014 /PRNewswire/ -- [Extreme Networks, Inc.](#) (Nasdaq: EXTR) and [SignalShare](#) today announced a strategic relationship with the Jacksonville Jaguars to equip EverBank Field with high density Wi-Fi technology to deliver unparalleled mobile connectivity.



The Jaguars will use Extreme Networks' state-of-the-art wireless solution, *IdentiFi*® Wireless, along with SignalShare's *Live-Fi*™ audience engagement platform, to deliver an enhanced user experience for fans at the game. The highly scalable solution also acts as a delivery platform for the Jaguars application, which offers exclusive content and special offers to thousands of fans. SignalShare will handle system integration - constructing and optimizing the wireless network to ensure reliable connectivity for tens-of-thousands of simultaneous users, and the mobile apps they love to use.

Key Facts

- Extreme Networks and SignalShare will install the 802.11ac high-density *IdentiFi* Wireless solution for outdoor venues to provide Wi-Fi access free of charge to all fans at EverBank Field.
- The Extreme Wi-Fi system is designed to allow fans at EverBank Field, which has a seating capacity of over 67,000, the bandwidth to concurrently access and use multimedia applications without interruption.
- Extreme Networks technology will power a dedicated social hub and moderated social feed that will display relevant content from Instagram and Twitter.
- SignalShare's *Live-Fi* digital network enables the Jaguars to engage and monetize fans by pushing targeted in-browser messaging and advertising to their mobile devices.
- SignalShare is providing the Jaguars consulting and project management for the overall networking deployment, optimization and support.
- Extreme Networks is committed to enhancing the in-stadium experience for fans and the critical role big data and analytics play in delivering on that goal for today's highly connected fans.

Executive Perspectives

Mark Lamping, President, Jacksonville Jaguars

"The Wi-Fi solutions from Extreme Networks and SignalShare are truly unmatched. Our goal is to empower fans and ensure there are no limits on what they can do at the game. We believe Extreme Networks' 802.11ac capabilities will provide the best platform for our current and future needs. Providing reliable Wi-Fi connectivity to all of our fans at EverBank Field will dramatically improve the fan experience and allow fans to interact and connect with each other on a level that you just can't get at home. The Jacksonville Jaguars organization is committed to delivering cutting-edge technology and is excited to be working with Extreme Networks and SignalShare to continuously improve the in-stadium experience."

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

"Today's fans want to share their experiences at games in real-time and they expect unwavering connectivity that affords them the convenience to do so. Extreme Networks is committed to providing a best-in-class user experience with simple, fast and smart technologies that empower organizations to deliver excellence. The Jaguars have the innovative technology in place to offer fans a more connected mobile experience."

Joe Costanzo, Founder and CTO, SignalShare

"As fans look to use their smartphones and tablets to access stats and scores, stream highlights and post on social media - alongside 70,000 others - a reliable, high-speed network has never been more critical. We are proud to partner with the Jaguars to build and support this type of network, and to help them connect with their fans in ways never before possible."

Additional Resources

- Extreme Networks IdentiFi Wireless [Solutions](#)
- SignalShare LiveFi Audience [Engagement Solutions](#)
- Extreme Networks Sports & Entertainment [Webpage](#)
- Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)
- Connect with SignalShare via [Twitter](#), [Facebook](#) and [LinkedIn](#)

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>.

Extreme Networks, the Extreme Networks logo and IdentiFi are either trademarks or registered trademarks of Extreme Networks, Inc. in the United States and/or other countries. All other names are the property of their respective owners.

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>.

About SignalShare

SignalShare specializes in mobile engagement for mass audiences. The company optimizes wireless networks and empowers data-driven digital marketing initiatives to help organizers of large-scale live events connect with fans and guests in entirely new ways. SignalShare's proprietary audience engagement platform, Live-Fi™, leverages real-time analytics and dynamic messaging to deliver location-aware customized content - including offers, discounts and call-to-actions - to attendees' mobile devices during events. Top sports, entertainment and corporate brands, including The Sands Expo, Sacramento Kings, Houston Rockets, Indiana Pacers, IBM and the US Open rely on SignalShare to provide an exceptional fan experience. SignalShare is headquartered in Raleigh, NC. For more information, go to www.signalshare.com or visit us on Twitter [@SignalShare](#).

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