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Baylor University's McLane Stadium Features Extreme Networks Wi-Fi and Baylor In-Game App by YinzCam to Boost Fan Experience

WACO, Texas, Aug. 18, 2014 /PRNewswire/ -- [Baylor University](#), [Baylor Athletics](#), [Extreme Networks, Inc.](#) (Nasdaq: EXTR) and [YinzCam](#) today announced that the University's new \$260 million on-campus McLane Stadium, with a capacity of 45,000, has been outfitted with a robust Wi-Fi network and custom mobile applications that will enhance the in-game fan experience like never before.



Officials from Baylor, Extreme Networks, technology integrator Solid IT Networks and YinzCam have rolled out the Baylor [In-Game App](#), the first college athletics application to provide instant replays from multiple views to Baylor fans, right at their seats, at McLane Stadium. This combination of Wi-Fi gear, software applications and content, sponsored by Baylor University, is the same technology used by the world's leading professional sports teams.

By delivering on its vision for an immersive fan experience, Baylor fans attending the Bears' inaugural football game at McLane Stadium at 6:30 p.m. Sunday, Aug. 31, against SMU will have the freedom to enjoy their wireless devices - whether that is a smartphone, tablet or laptop computer - and gain access to customized applications like the Baylor In-Game App that will enrich their experience through in-seat mobile video replays, team information, customized camera angles and up-to-the-minute real-time statistics.

Key Facts

- Extreme Networks and YinzCam have a rich history of delivering in-game Wi-Fi and custom in-stadium applications.
- The Baylor Bears "In-Game" application by YinzCam will be available for fans to download in the stadium to watch videos, news and in-seat replays of the action from multiple views over the Wi-Fi network, and to follow key real-time statistics of the action. In addition, fans can stay connected to their team 24x7 through the new Baylor Bears In-game app.
- Wi-Fi coaches will be present throughout the stadium to assist fans with connecting their mobile devices to the network. A select team of 20 students from Baylor University's Hankamer School of Business Information Systems (IS) Department will be wearing bright vests on game days to help fans who would like to configure wireless to get on the network and use customized services.
- Extreme Networks has installed its high-density IdentiFi™ Wireless solution to provide free WiFi access to fans at McLane Stadium.
- The Extreme Wi-Fi system is designed to support high density requirements, including high-speed connections for streaming content and uploading photos, support of social engagement and in-venue mobile application delivery.
- McLane Stadium is equipped with an AT&T-powered distributed antenna system, or DAS, that will give fans optimal cell phone service and reception from any point in the stadium. AT&T extended offers to other major mobile carriers to use the system, and Verizon has already committed to participate.

Executive Perspectives

Pattie Orr, Vice President for Information Technology, Baylor University

"2014 is a monumental season for Baylor University and Baylor Athletics as we officially open McLane Stadium and deliver our fans the ultimate fan experience. Using a hand-picked collection of innovative technology, Baylor fans will stay connected with the ultra-fast Wi-Fi network as well as a robust cellular distributed antenna system. Fans can direct their own mobile experience using our new Baylor In-Game application throughout the stadium."

John Garrison, Assistant Athletic Director for Marketing, Baylor University

"The Baylor In-Game app will be Baylor fans' one-stop shop in McLane Stadium for anything and everything they need to know about Baylor football. Fans will have access to video on their iPhones, iPads or Android devices, and they can watch the same program feed that is on the stadium video board, or they can choose from other cameras that will be streaming live all the time. It is like having your DVR remote on your phone where you can watch replays and highlights from your seat in the stadium."

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

"Baylor University is one of the pre-eminent academic and athletic institutions in the country and has put together one of the most exciting experiences in sports with the debut of McLane Stadium. Extreme Networks is proud to let our wireless technology extend the connectivity that fans and media consider a 'must have' whenever they attend a game."

Priya Narasimhan, CEO and Founder, YinzCam

"This is a major first in college sports. The Baylor In-Game App is pushing the envelope by being the first college athletics app to provide instant replays from multiple views to Baylor fans, right at their seats, at the new McLane Stadium. This immersive unprecedented college-football experience brings Baylor fans even closer to the action of their Baylor Bears, by allowing them to get real-time statistics, news, multimedia content, streaming radio, and more. Fans will be able to connect with the content they want and need the most, just in time, greatly enhancing their experience at the game. With the brand new Baylor Bears stadium, we are excited to be able to provide this level of technology and customized content."

Additional Resources

- McLane Stadium [Webpage](#)
- "[In-Game](#)" App for Baylor Bears
- YinzCam, Inc. [webpage](#)
- Extreme Networks [IdentiFi Wireless Solutions](#)
- Extreme Networks Sports & Entertainment [Webpage](#)
- Connect with Extreme via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)
- Connect with Baylor via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Instagram](#)

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.

About YinzCam, Inc.

YinzCam, Inc. is a leading mobile sports-technology company, a Carnegie Mellon University spin-off, with 15+ million downloads of its mobile apps worldwide across 90+ NFL, NHL, NBA, NRL, CFL and MLS teams and venues, as well as NCAA College Athletics. YinzCam's mobile apps are in the hands of millions of sports fans around the world, allowing them to stay in touch with the favorite teams 24x7x365, by providing fans with real-time stats, multimedia, streaming radio, social-media and much more. The company's mobile-video technology is also being deployed in sports venues throughout the country to allow fans to watch instant replays, live cameras (including the NFL RedZone channel) on their smartphones, tablets or touchscreen computers. Our award-winning mobile-loyalty programs, in-venue multi-camera video replays, beacon integrations and data warehousing capabilities are setting new standards for the mobile fan experience around the world. YinzCam, Inc. is headquartered in Pittsburgh, PA. More information is available at <http://www.yinzcam.com>.

About Baylor University

Baylor University is a private Christian University and a nationally ranked research institution, characterized as having "high research activity" by the Carnegie Foundation for the Advancement of Teaching. The University provides a vibrant campus community for approximately 15,000 students by blending interdisciplinary research with an international reputation for educational excellence and a faculty commitment to teaching and scholarship. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating University in Texas. Located in Waco, Baylor welcomes students from all 50 states and more than 80 countries to study a broad range of degrees among its 11 nationally recognized academic divisions. Baylor sponsors 19 varsity athletic teams and is a founding member of the Big 12 Conference.

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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