



# Enhancing Guest Experiences through Next-level Connectivity

## Ready. Set. OnGo.

Wireless spectrum is not a valuable resource, it's a vital one. Today, OnGo delivers uncompromised connectivity by giving you access to wireless spectrum that was primarily available only to government agencies and fixed satellite station operators. It puts the power of a private wireless network into your hands to extend new opportunities to your business – using LTE technology in the 3.5 GHz CBRS Band today, with a roadmap to 5G in the near future.

OnGo presents nearly limitless options for enhanced customizability, effectively allowing you to tailor your network to a specific set of needs.

## OnGo - Connectivity for Entertainment

OnGo makes it possible to take an under-utilized public resource – 150 MHz of mid-band spectrum in the 3.5 GHz band – and provide a cost-effective and high-performance connectivity solution to make uncompromised LTE-quality (and soon 5G) connectivity readily available for large entertainment venues, such as sports stadiums, arenas, concert halls, theme parks, and convention centers.

Entertainment and hospitality venue providers are continuously looking for ways to make all seat holders, from the front of the house to the last row, have an incredible experience.



The advancements in Internet of Things, augmented reality/virtual reality, Point-of-Sale, and media solutions have opened endless possibilities, but can only come to life if large-scale, reliable connectivity without interference can support them.

## Explore OnGo for use cases including:

- *Security Surveillance* - For security cameras, sensors and access control systems. OnGo provides reliable and secure wireless connectivity to allow flexibility in the deployment of security assets ensuring the safety of your venue in an increasingly dynamic environment.
- *Digital Displays* - OnGo can provide the low-latency wireless connectivity necessary to support high-performance digital signage like high-end 4K video displays, such as jumbotrons and parking displays, for an interactive audience experience.
- *Point-of-Sale* - Private LTE networks can provide secure PoS mobility, enhancing customer experience and preventing security breaches.
- *Secure Communications* - OnGo is ideal for delivering reliable and secure communications for venue personnel, sports coordinators, and other entities.
- *Audio Operations* - OnGo can provide high-performance wireless connectivity to support events with live music, ensuring top-tier sound quality throughout the entire venue.

## Get started on Your Journey to OnGo

To learn about the best solutions to your connectivity challenges, start by outlining your core requirements, including:

- How will the network be used?
- Who will be connecting to the network?
- What devices will be connecting to the network?
- How many users, devices, or IoT nodes will require access?
- In what type of environment will the system be deployed?
- How do you prefer to install, own and operate the network?

To view a **Deployment Guide for OnGo Private LTE Networks**, please visit: <https://www.cbrsalliance.org/resource/ongo-private-lte-deployment-guide/>

## Realizing the OnGo Vision

To make the OnGo vision a reality, the member companies that make up the CBRS Alliance – including founding companies like Google, Qualcomm, Ruckus Networks, Intel, Federated Wireless and Nokia, as well as the national's largest mobile carriers, have collaborated to evangelize OnGo technology, use cases and business opportunities. To do this, the CBRS Alliance has developed a set of detailed Baseline Specifications and an accompanying OnGo Certification Program.

To learn more, please visit: [www.cbrsalliance.org](http://www.cbrsalliance.org), and follow us on Twitter and LinkedIn: @OnGoWireless.

