



## **ERA<sup>®</sup> DAS**

THE ALL-DIGITAL CELLULAR SOLUTION FOR STADIUMS,  
ARENAS AND ENTERTAINMENT DISTRICTS

## THE STADIUM IS NOW A NEIGHBORHOOD — AND IT NEVER STOPS NEEDING A SIGNAL.

For decades a stadium filled once or twice a week and went dark the rest of the time. That model is over. The modern venue now anchors a year-round district — apartments, offices, a hotel, restaurants, retail, structured parking and public plazas built around the bowl and designed to draw people every day, not just on event days. Across the country, new builds and redevelopments are making the same bet: a neighborhood that lives 365 days a year, with the venue at its center.

Every one of those days runs on a phone. On a sold-out night, a hundred thousand people arrive within an hour — buying mobile tickets at the gate, streaming from their seats, splitting checks on the concourse, booking rides on the way out. The rest of the week, residents stream at home, office tenants take calls,

hotel guests check in, and diners tap to pay. Different crowds, same expectation: their own phones, on every carrier, working everywhere the district sends them. And a district is not one building — it is a steel-and-concrete bowl, glass towers, levels of structured parking and back-of-house corridors, each built in a way that stops a signal at the wall. A Tuesday's residents and workers and a Saturday's hundred thousand fans are very different demands on the same infrastructure — and the district has to meet both, with no seam between the venue and the neighborhood around it.

ERA® DAS is not a future concept. It is deployed and operating at scale today — including at AT&T Stadium, the first all-digital DAS with all-digital operator connectivity — backed by a decade of real-world digital deployments.

### ERA DAS performance in hard-to-reach areas

The ERA DAS is engineered to cover the places in the venue and the district where a signal normally does not reach:

- The seating bowl, concourses and steel-and-concrete back-of-house
- Suites, clubs and premium levels deep in the building
- Structured and below-grade parking across the district
- Hotel, residential and office towers around the venue
- Kitchens, loading docks and event staging
- Public plazas, garages and the spaces between buildings



## Why connectivity matters for fans, districts and operations



### The fan experience

On event day, a hundred thousand fans can arrive within an hour, each carrying a phone they expect to work the way it does at home. Connectivity now powers the whole visit — simplified parking, mobile ticketing at the gate, social sharing and high-definition streaming from the seat, concierge-style concessions on the concourse, and a ride booked on the way out — and venue apps turn all of it into dynamic, personalized engagement. When the network buckles under the crowd, the experience buckles with it. Reliable, high-capacity coverage in the bowl is what keeps a sold-out house connected.



### A district that never goes dark

The buildings around the venue fill every other day of the year. Residents stream and work from home, office tenants take calls, hotel guests check in, and diners tap to pay — all on their own phones, on whatever carrier they use. A district marketed on connectivity has to deliver it in the apartment, the lobby, the office and the garage, not just in the bowl on Saturday.



### Crowds, operations & safety

A packed venue is a public-safety environment. Security teams, event staff and first responders coordinate across the bowl, the concourses and the parking structures — and an emergency call has to reach a responder and tell them where, in a crowd of a hundred thousand. Coverage everywhere a person can go is what keeps a full house safe.

## FANS ON EVENT DAY

### Cellular capacity for a hundred thousand phones at once

An event fills the district faster than any other day of the year, and every fan arrives with a phone they expect to work the way it does at home:

- Mobile ticketing and contactless entry at the gates
- High-definition streaming, instant replays and social sharing from the seat
- Mobile ordering, concessions and cashless payment on the concourse
- Venue apps, AR and live fan engagement in the bowl and on the plazas
- Ride-hail, valet and parking coordination in the surge out of the building
- Sponsor activations and second-screen content on personal devices

None of this runs on a network the venue owns. It runs on the carrier in each fan's pocket — which is why the bowl needs cellular capacity built for the moment a hundred thousand people reach for it at once.

## RESIDENTS, GUESTS AND VISITORS

### Everyday coverage across the district's other 360 days

Most days there is no event, and the district still fills — with the people who live, work, stay and spend there:

- Residents on calls and streaming across apartments, amenities and parking
- Office tenants working from towers, lobbies and shared floors
- Hotel guests connected from check-in to the upper floors
- Diners, shoppers and visitors paying and posting from their own phones
- Ride-hail pickup, valet and wayfinding in structured and below-grade parking
- Delivery drivers and service visitors moving between buildings

These are everyday users on whatever carrier they chose, and they never join a network to get online. They expect a signal in the elevator, the garage and on the twelfth floor. A district marketed on connectivity is judged on exactly that.

## THE PEOPLE WHO RUN THE VENUE AND DISTRICT

### Coverage for operations, security and emergency response

Staff, security, engineers, vendors and first responders work the parts of the district built to stop a signal — and on event day they work them at full crowd:

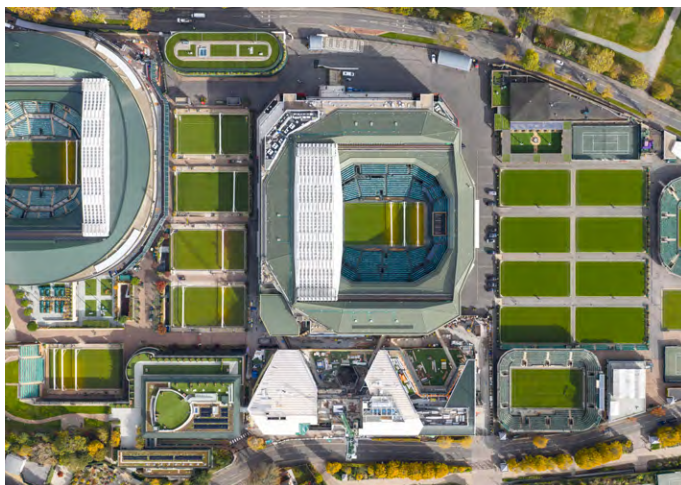
- Security and event staff on cellular push-to-talk across the bowl, concourses and parking
- Public-safety communications for first responders, including below grade and in the towers
- E911 with accurate location across a packed, multi-building district
- Mass notification and Wireless Emergency Alerts to every phone on site
- Engineers, crews and vendors reachable in back-of-house, docks and service levels
- Lone-worker duress for staff working empty garages and corridors after hours
- Autonomous service and inspection robots across venue and district operations

These are the people the district depends on when it is fullest and when it is emptiest — and they work where a signal is hardest to keep.



## WHY 5G DOESN'T REACH INSIDE

**Here is the problem:** the macro network was built to cover ground, not to punch through a packed district. A stadium is one of the hardest RF environments there is — a steel-and-concrete bowl, tens of thousands of bodies absorbing signal, and premium levels buried deep in the building — and the surrounding district adds glass towers, structured parking, and back-of-house that stop a signal at the wall. A strong signal in the parking lot is gone by the middle of the bowl or the second level of the garage. And the crowd is not only an obstacle: a hundred thousand people reaching for the same spectrum in the same hour is a capacity problem no outdoor network was sized for. Adding towers outside does not fix either one; the crowd and the construction defeat them



## WHAT A DAS IS

A distributed antenna system brings the mobile operators' networks inside and distributes them across the venue and the district. Signal arrives at a headend, travels over fiber or CAT cabling, and is radiated by antennas placed where people actually are — the bowl, the concourses, the suites, the garages, the towers and the plazas. One shared system carries every operator at once — so a fan on one carrier and a resident on another get the same coverage from the same infrastructure.

That headend does not have to sit in the venue. Operator connectivity can be centralized off site and linked in, keeping operator equipment on site to a minimum. The space, power and cooling it would have claimed stays with the venue — room for a site-specific data center and the real-time compute a district wants close to the action.

## YOU NEED BOTH WI-FI AND DAS

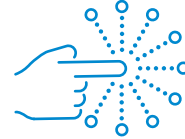
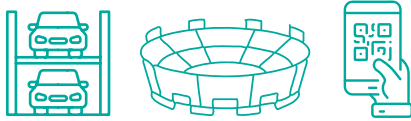
**You need both Wi-Fi and DAS.** Every venue and every building in the district runs Wi-Fi — for ticketing and point-of-sale, building systems, and guest and resident networks. None of it is the cellular network in a fan's pocket, and none of it is what a phone reaches for first. Every person in the district — fan, resident, worker, guest, vendor, responder — is carrying a device looking for a carrier the venue does not run, in buildings engineered to block it.

**The two do different jobs.** Wi-Fi is the network the venue and its tenants run for the systems they own. A DAS is how the operators' cellular networks reach the people who fill the district — on their own phones, on whatever carrier they use, in the same bowl, garage and tower, automatically, with nothing to join. It is also what brings the things only a cellular network delivers: E911 that knows where the caller actually is, Wireless Emergency Alerts to every device in the venue, and public-safety communications. A stadium district needs both.

**Together, these technologies form a resilient, multi-layer wireless foundation for modern stadiums, arenas and entertainment districts.**

# Every DAS brings cellular indoors.

## ERA<sup>®</sup> DAS is built on four things most cannot claim.



### ONE PLATFORM

**Any venue. Any operator. Any technology.**

One infrastructure supports public cellular, private networks, and public safety across the venue and the entire district – from pre-4G through 5G.

**Local. Campus. Cloud-RAN.**

Deploy with operator connectivity for a single arena, across a stadium-anchored district, or centralized remotely – with the full range of low-, medium- and high-power radios matched to the bowl, the towers, the garages and the plazas.

### ALL DIGITAL

**Digital connectivity. Today. Evolvable.**

An industry first: only the ERA platform digitally connects all major RAN vendors to DAS, simplifying operator connectivity.

**No analog RF. Anywhere.**

Direct digital connectivity eliminates radio heads, POI systems and RF combining in the headend, reducing equipment and infrastructure across a multi-building district.

**Performance that's measured.**

Up to 30% higher signal quality and throughput and up to 98% lower latency in live, high-density deployments.

**Smaller. Cooler. Greener.**

Up to 90% less headend space and up to 55% lower power and cooling, across every building in the district.



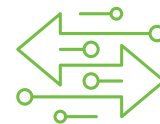
### SOFTWARE-DEFINED OPERATIONS

**Simple to deploy. Intelligent to operate.**

Zero-touch configuration, software-defined routing, real-time visibility and built-in security simplify deployment across a live, event-driven district.

**Lower CAPEX. Lower OPEX.**

Fewer RF components, software-based expansion and fewer site visits make it easier to support growth and changing capacity needs.



### PROVEN AT SCALE

**Proven. Not promised.**

All-digital ERA DAS, operating at scale today across stadiums, arenas and entertainment districts.

**Digital since 2014.**

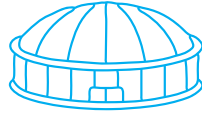
More than a decade of digital DAS innovation, and still advancing.

## TRUSTED IN THE MOST DEMANDING VENUES AND DISTRICTS

ERA® DAS is deployed across high-density environments worldwide, supporting:



Stadiums and ballparks



Arenas and indoor venues



Stadium-anchored  
mixed-use districts



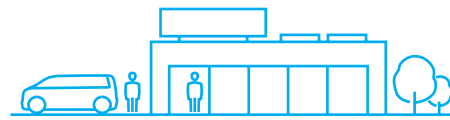
Convention and  
entertainment centers



Hotel, residential and office  
towers within the district



Structured parking and  
transportation hubs



Public plazas and outdoor  
gathering spaces

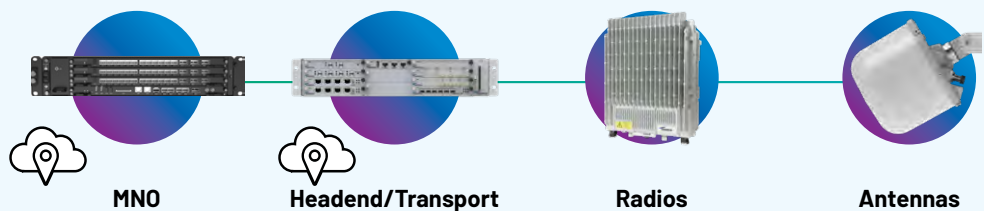
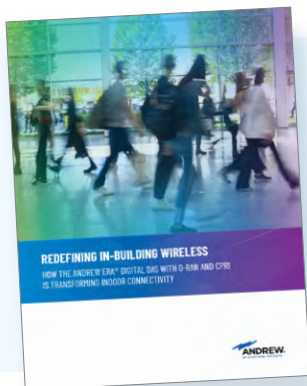
### Great fans. Great network. Great experience.

A stadium district is judged on the experience it delivers — and every experience in it now runs through a phone. The fans in the bowl, the residents in the towers, the guests in the hotel and the teams who keep it all running expect coverage everywhere the district sends them, on every carrier, with nothing to join and nothing to notice — from a sold-out Saturday to a quiet Tuesday night. The ERA digital platform delivers it across the whole district on one platform, while adding almost nothing to the space, power and cooling each building fights for.

With the ERA platform, venue and district owners gain:

- Reliable 4G/5G coverage for every carrier, across every building
- Capacity that follows the crowd across the district
- A foundation for premium experiences, sponsor activations and data-driven engagement
- Public safety and E911 coverage across the entire district
- One platform for simpler IT and operations
- Remote operator connectivity with less on-site infrastructure
- A scalable DAS with the lowest space, power and cooling footprint

The ERA all-digital platform is more than a DAS. It is the connectivity layer for the modern stadium district — engineered by ANDREW®.



For the full architecture, see the [ERA DAS capabilities brochure](#).



Reliable coverage  
from guest floors to  
back-of-house and parking

Lower CAPEX and  
OPEX, from install  
through operation

Every operator,  
on one system

Less power and cooling,  
with performance you  
can measure

Since 1937, ANDREW, an Amphenol company, has driven the evolution of wireless technology. Trusted by mobile network operators and enterprises globally, we work closely with our customers to deliver innovative solutions that enhance connectivity experiences both outdoors and indoors. Our dedicated global team is committed to advancing the industry, fueled by the vision that a better-connected future is possible.



[ANDREW.COM](https://www.andrew.com)

Visit our website or contact your local ANDREW representative for more information.

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