

# Deliver a 5G+\* experience at your next business event with AT&T Private Cellular Networks – Events



Imagine if you could rapidly deploy a 5G mmWave private network to live stream at an event providing dynamic low latency images and information to fans – with cameras no longer tethered by cables. With AT&T Private Cellular Networks – Events you can.

AT&T Private Cellular Networks – Events is the deployable, temporary solution for event applications requiring the low latency of 5G using mmWave spectrum and the enhanced privacy and security of a closed private network. It's portable, dedicated, and flexible.

\*5G+ is the AT&T 5G network using millimeter wave (mmWave) spectrum in locations where AT&T has applicable licenses.

## Features and benefits

- Private, 5G+ portable, flexible turn-key solution
- Rapid 5G+ deployment brings the network to the event
- Dedicated coverage and capacity for a high performing, highly reliable and secure environment
- Innovative ways to capture content/ create new immersive experiences
- Interim solution to meet immediate 5G+ needs



### Live video streaming and immersive fan experiences on your own private turn-key 5G network

AT&T Private Cellular Networks – Events offers the high bandwidth and lower latency you need to help take the venue experience to the next level with a portable, powerful, turn-key solution. Historically, video broadcasters for stadiums, arenas, and outdoor events had to run fiber and cable to their cameras, which limited where they could shoot. AT&T Private Cellular Networks – Events can create new opportunities to get close to the action and allows your crew to capture and transmit high capacity video with wireless cameras or smartphones on an entirely private and closed 5G network. Imagine the possibilities when fans at home feel like they're sitting on the sidelines or right next to their favorite celebrity!

With AT&T Private Cellular Networks – Events, your production crew can combine live-streaming video, mixed reality experiences, and near-real-time information through 5G+ connected wireless cameras and authorized 5G+ smart devices to give fans a more exciting and immersive experience.

AT&T Private Cellular Networks – Events can also help you offer your fan the chance to be part of their favorite movie or series. The lower latency from the on-premises 5G+ network can help you use augmented reality or virtual reality experiences to deepen fan loyalty.

### Integrate your fan's physical and virtual experiences

Provide fans with unique experiences at your sponsored events through AR/VR apps as well as providing near-real-time sports results via digital scoreboards. AT&T Private Cellular Networks – Events can help make AR/VR experiences, 4K Streaming, and multi-angles possible.

### Deploy a private 5G+ network where and when you need it

AT&T Private Cellular Networks – Events can be rapidly deployed for short term lab or test environments to trial new applications requiring high bandwidth and low latency like video analytics or on-premises autonomous vehicles. We can bring the power of 5G+ to your temporary worksite, from an industry event to an oil rig.

#### Why AT&T

AT&T Business is a leading provider of edge-to-edge solutions that integrate a uniquely intelligent ecosystem of connectivity, technology, and expertise to help you gain actionable insights from every corner of your expertise.

Talk to your account manager or visit [att.com/PCNEvents](http://att.com/PCNEvents) to learn more about AT&T 5G Solutions.