



CASE STUDY: ONE REPUBLIC TOUR

Ubiquiti Products Featured On OneRepublic's "Native" Album Tour

Ubiquiti Networks™ UniFi® products deliver reliable wireless access across stages, offices, and theater venues to OneRepublic's ~80-person entourage.

UniFi's portability and easy installation makes it great on the road: wireless networks can be moved around, deconstructed, and set back up in less than an hour.

Ubiquiti's dashboard feature allows OneRepublic's IT staff to keep tabs on Internet health, data demand, and bandwidth traffic while on the go.

OneRepublic is a popular American pop band, with multiple top-ten hits and tens of millions of fans internationally. Last year, the band embarked on their highly anticipated "Native" tour, which spans across Europe, Asia, North America and Oceania. The first leg of the tour consisted of 21 shows in only two months, and the last leg is scheduled to culminate this year with a total of 48 individual performances.

Everywhere they go, OneRepublic travels with an entourage of between 50 and 80 people. The staff requires fast, reliable Internet access to do everything from running sound checks to activating LED video screens during performances. In order to preserve the security and quality of the Internet, OneRepublic travels with its own private, mobilized network, which features Ubiquiti's UniFi, EdgeMAX, and ToughSwitch products.

Network Requirements

Moving from city to city means packing up and setting up quickly, and UniFi's easy installation makes transporting the entire network both possible and easy. Even more important than mobility, though, is security.

"We're on the road so much that our wireless network needs to serve as a private office WiFi," said Matt Satorius, the band's tour coordinator. "It's great to be able to set up our own secure network, with the same login credentials in every location,

instead of using an unfamiliar network with unknown security protections."

Satorius uses a special rack of EdgeMax and UniFi AP AC units to keep the system up and running.

"My two priorities are speed and consistency," he said. "With UniFi, I can get the network up in thirty minutes and I don't have to worry about it again. I can focus on getting through the show without ever having to worry about the network faltering."



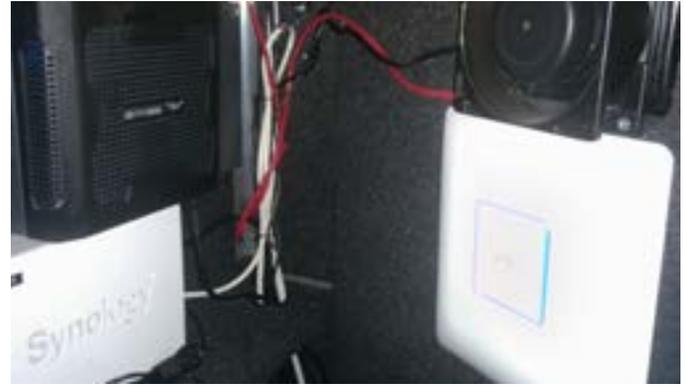
UniFi AP AC connected to an EdgeRouter Lite



ONE REPUBLIC TOUR



UniFi Outdoor AC powers the tech booth



UniFi AP AC connected to a ToughSwitch PoE

The UniFi Solution

Satorius and his team have 10 UniFi AP AC units which they distribute at strategic points throughout each different concert venue. They place some in the dressing rooms, some at key points on stage, and some by the sound and audio booths. The ease of installation means that it is relatively effortless for the team to expand and modify the network by simply adding another device. The venues are notified about the devices in advance, so when the entourage arrives, they can just use an Ubiquiti EdgeRouter and ToughSwitches to merge with the local network.

"On performance days, everyone is very busy. I want to know that everything is running smoothly. All the team cares about is that they have reliable Internet."

Satorius, Production Coordinator



UniFi Outdoor

After placing all the devices, Satorius will pull up the network dashboard on both his computer and his phone. He uses it to gauge the strength of the network, see where it is stretched, where there is the most data demand, and who is using the most bandwidth. He's then able to make changes to optimize the network's performance and ensure things run as smoothly as possible.

"I love having a bird's eye view over the network," Satorius said. "On performance days, everyone is very busy. I want to know that everything is running smoothly. All the team cares about is that they have reliable Internet, that it works quickly, and that they can use it anywhere. Before Ubiquiti, you often couldn't access the net onstage, and you had to switch to different networks if you were going to an office or a dressing room. It was very cumbersome. Now, it's not even a question. Everyone just expects that they can access wireless immediately, from anywhere. We're able to make that happen." In total, the deployment includes:

| Product | Number | Purpose |
|----------------|--------|------------------------------------|
| UAP-AC | 10 | Provide standard wireless coverage |
| UAP-Outdoor-AC | 3 | Provide outdoor coverage |
| UAP-Outdoor | 1 | Provide long-range coverage |
| ER-8 | 3 | Support heavy usage |
| TS-5-POE | 7 | Support heavy usage |
| BulletM2HP | 2 | Support heavy usage |

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