



WINNER 2008

Best Mobility and Wireless Project of the Year

Misano
nWC
World Circuit



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SANTA MONICA S.p.A

Project Name: MISANO MotoGP – “Circuit of the Future – Now”

The project

In late 2006 the new Misano World Circuit joined the MotoGP Worldwide Championships, organized by DORNA Sports (<http://www.motogp.com>) with a five-year contract, from 2007 to 2011 ('S. Marino GP').

Cisco was able to inspire Santa Monica's Executives, owners of the circuit, to innovate and see the technology as a competitive advantage. The new infrastructure that has been deployed in few months permits Misano to be the unique circuit with the highest technology.

This project includes all the consolidated and most advanced Cisco technologies applied to sporting events (routing, switching, security, unified communications, management, wireless and guest access). In particular, Misano is the first circuit in the world entirely covered, indoors and outdoors, by Cisco Wi-Fi technology, using Cisco controllers and 1500 Mesh Aps.

All the circuit services to racing teams, the press, the public, and security and management organisations use the Cisco technology, with great added value. It is already a top-level reference and case study as 'the Circuit of the Future – Now'. Cisco has also been named as the 'Official Technological partner' of new Misano World Circuit for the years 2007-08, giving it great visibility.

Innovative use of technology

Cisco technology includes wireless coverage of the circuit area, unified communications installed in the Media Centre with more than 150 IP phones available for press and journalists, mobile IP phones all over the circuit, internet guest access services, Wi-Fi race information to visitors and the public, internal video calls, security, redundant switching & routing, network monitoring and management.

Besides the fact that all the network is deployed using only Cisco gear, this is the first MotoGP Circuit totally covered by wireless technology, enabling Santa Monica S.p.A., the circuit owner company, to introduce new services such as Wi-Fi ticketing emission and control, dual mode phone calling and potentially in the near future location tracking applications and video-surveillance.

The network is smoothly configured and managed and well integrated, demonstrating the power of the Cisco IIN (Intelligent Information Network) proposition.

Functionality and features

Cisco technologies deployed include wireless coverage of the circuit area, using Mesh Aps, unified communications installed in the Media Centre with more than 150 IP phones available for press and journalists. It offers mobile IP phones all over the circuit, internet guest access services, Wi-Fi race information to visitors and the public, internal voice and video calls, redundant security, redundant switching and routing, and network monitoring and management.

Journalists, for example, can take their pictures from the circuit hill or from the large terrace and send them to their offices in real-time. Access control systems are easily implemented for the convenience and security of visitors. New services that could be easily introduced using the current new infrastructure include location tracking, IP video surveillance and digital signage.

Successful implementation – successful business

Santa Monica S.p.A could run a lot of sporting events after the completion of the new Cisco network infrastructure. The most important of them was the first S. Mariono MotoGP event which took place in Misano on the first Sunday of September 2007.

The event was really appreciated by the racing teams, the press and journalists and all the visitors.

Santa Monica S.p.A. executives received praise directly from DORNA Sports S.L. personnel and the media coverage of this new implementation was so widespread that many other MotoGP Circuits have already started similar deployments, in order to be ready in time for next year's races.

At the MotoGP event in September more than 100,000 people were present, with an obvious and tangible impact on the overall success of the business.

Impressing the judges

An innovative project, including a wireless ticketing system, for the Misano World Circuit which demonstrated a broad-based use of technology and creativity and innovation in designing applications and services. It delivered a strong business impact for various stakeholders, real-time application enablement and remote management.