



**Customer Profile:**  
*Bonnaroo Festival,  
Manchester, Tennessee*

Superfly Productions is an independent music company specializing in event production, talent booking and creative services. Using innovative methods, they've built a brand that's synonymous with cutting edge projects and revolutionary marketing initiatives. Superfly Productions is immersed in the latest music and lifestyle trends, and one of only a few companies that creates their own renowned and successful music brands.

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Director of Corporate Partnerships, Bonnaroo.

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## For Bonnaroo Festival, D-Link Turns 700-Acre Farm Into Wi-Fi® City

*End-to-End Network Solutions from D-Link Provide Popular Music Event With High Speed Wireless Internet Access for Artists and over 90,000 Concert Goers*

**Challenge: Implement Event-Wide Network in a Rural Setting with Business-Class Security, Switching, and Wi-Fi Access**

The Bonnaroo Music and Arts Festival is a four-day, multi-stage camping festival held in June on a beautiful 700-acre farm in Manchester, Tenn., 60 miles south of Nashville. Debuting in 2002, the festival draws some 90,000 visitors to celebrate and enjoy live music performances -- a diverse array of musical styles including rock, world music, hip hop, jazz, americana, bluegrass, country music, folk, gospel, reggae, electronica, and other alternative music. For its peaceful vibe, near-flawless logistics, and unrivaled entertainment options, Rolling Stone magazine named this revolutionary entertainment experience one of the "50 moments that changed the history of rock and roll."

In addition to dozens of epic performances, the festival's 100-acre entertainment village buzzes around the clock with attractions and activities including a classic arcade, on-site cinema, silent disco, comedy club, theater performers, a beer festival, and a music technology village.

One of the challenges facing event organizers was bringing wireless Internet access to this remote farmland during the six-week pre-production phase to support administrative efficiencies while the Bonnaroo facilities were being constructed. The show coordinators also required online capabilities for the duration of the festival so everyone involved could communicate with the outside world and each other. Lastly, they needed to set up event-wide wireless Web access for attendees so they could stay in touch with friends and family using their own notebook computers, or from a communications hub centrally located and equipped with computers for designated for public use.

"In its simplest form, we take 700 acres and create one of the largest independent temporary wireless infrastructures in the country," said Chad Issaq, Director of Corporate Partnerships for Bonnaroo. "We build a city for 90,000 people on a farm where there is nothing but grass and hay. The Festival becomes the sixth largest city in Tennessee during the show."



*D-Link Outdoor Wireless APs Provide Internet Access Throughout the Grounds*

**Solution: D-Link Delivers Switching, Security, and WLAN Solutions**  
*D-Link Provides Reliable Network Infrastructure and Access Center*

For the Bonnaroo Festival, D-Link served as a corporate sponsor, providing all the equipment needed to set up a network for the festival grounds including a centrally-located communications tent outfitted with 20 computers, a place where fans could go to access the Internet for free during the event.

D-Link supplied all of the WLAN, switching, and security gear for the deployment, including DWL-3200AP 802.11a/g Access Points, DWL-7700AP Wireless AG Outdoor AP Bridges, DGS-2208 8-Port 10/100/1000 Desktop Switches, DXS-3227P 24-Port PoE Gigabit Wireless-Ready Switches, DES-3010FA Managed 8-Port 10/100 Switches, and DFL-800 Network Security Desktop VPN Firewalls.

## Business Class Networking

### AMONG THE PRODUCTS USED

**XSTACK™**  
Switching



**DXS-3227P**  
24-Port PoE Gigabit  
Wireless-Ready Switch



**AirPremier™**

**DWL-2700AP**  
Outdoor 2.4GHz  
(802.11g) Wireless  
Access Point

**NETDEFEND™**



**DFL-800**  
Desktop VPN Firewall

### PRODUCT FEATURES:

- DWL-3200AP (46)
- DWL-7700AP (31)
- DGS-2208 (16)
- DXS-3227P (4)
- DES-3010FA (4)
- DFL-800 (2)

“During the build, it was necessary to have Internet access in order for us to do our jobs and produce the festival. There are 50 departments associated with the event, and operations is a huge, huge piece of the festival,” Issaq said. “We needed a Wi-Fi network in place in order to execute it all efficiently, and D-Link was able to deliver exactly what we needed on a number of levels.”

“To build the site from the ground up and then support the 90,000 fans that gather for the festival, a staff of nearly 5,000 are assembled to fill every role in a city of that size, including site planning, operations, security, traffic, transportation, recycling and waste collection, not to mention audio/video production, concessions, sponsorship, and merchandise, to name a few,” said Tom Porter, Director of Bonnaroo Internet Operations. “Many staff members and all departments rely on e-mail and Internet access in order to communicate with other departments. The D-Link networking solutions were there to support that need.”

“We have called it ‘agri-networking’ and that is a fairly accurate term. The 700-acre site was lit with

more than 20 D-Link bridge links, providing Internet coverage to approximately 50 office trailers and about 20 acres of open area,” Porter said. “The D-Link gear served every role in this ambitious deployment, from head-end routing to Layer 2 switching, security, Wi-Fi, and firewall protection.”

### D-Link Sponsors MediaLounge™

Centeroo is the main area of the Bonnaroo festival grounds where fans come to see music, check out the food/craft vendors, and explore all the activities the festival has to offer. This year, D-Link sponsored the MediaLounge, a gathering place where 20 computers with high-speed Internet access were available for guests to access the Internet.

“We’d like to thank the folks at D-Link. They stepped up to provide Bonnaroo attendees with a cutting-edge high-tech network that enabled visitors to connect with each other and the outside world over a wireless Internet connection,” said Issaq. “Bonnaroo continues to be the most tech-savvy festival in the land, courtesy of D-Link.”



*Over 100 D-Link Products Including Switches, Firewalls, and Access Points, Deliver Network Connectivity to 90,000 People*

Maximum wireless signal rate derived from IEEE Standard 802.11g specifications. Actual data throughput will vary. Network conditions and environmental factors, including volume of network traffic, building materials and construction, and network overhead, lower actual data throughput rate. Environmental factors will adversely affect wireless signal range.

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