High-Speed D-Link Wi-Fi Networks Launched at Multiple Ball Parks Just in Time for the World Baseball Classic™

Install Teams Set-Up Complex, Temporary, Wi-Fi and Wired Networks in less than 72 Hours Each

Challenge: Sports media coverage is a 24-hour, always-connected business. At the World Baseball Classic, organized by Major League Baseball and the Major League Baseball Players Association, thousands of international media representatives needed wireless access at the host stadiums in North America. D-Link was engaged to provide a solution at PETCO Park in San Diego, California; Angel Stadium of Anaheim in California; The Ballpark at Disney's Wide World of Sports Complex in Orlando, Florida; and Chase Field in Phoenix, Arizona.

Existing connectivity and network capacity at each venue couldn’t handle the increased user base the event needed to support. The stadiums had networks for typical baseball season needs, but they would need to handle up to 700-1000 additional users per venue for the World Baseball Classic events.

The World Baseball Classic and D-Link had a small window of opportunity for installations. Switches, wireless access points and hot spots had to be set up and secured at press boxes, dining areas, remote banquet tents, local hotels and mobile RV parking lots at the events. World Baseball Classic employees needed to connect to corporate VPNs, authenticating via the new hot spot gateways. They would also need to accommodate non-wireless clients with wired connections.

The World Baseball Classic-D-Link team started from scratch at each location, taking IP addresses from the existing local networks and setting up state-of-the-art Wi-Fi networks. Each stadium was different, of course, with different structural impediments and space limitations.

There were structural dead zones, unique mounting challenges, and weather and public traffic considerations. Tens of thousands of people attended each of the games, and the staff didn’t have the typical ceiling panel and networking closet luxuries of standard commercial office spaces. Access points needed to be mounted beyond the reach of curious fans and stadium employees – hung from poles, rafters and the undersides of bleachers.

A majority of the journalists and staff at the event would have Microsoft Windows XP laptops, however

Customer Profile:

To determine the best national baseball team in the world, Major League Baseball and the Major League Baseball Players Association hosted the inaugural 2006 World Baseball Classic™ – an 18-day international tournament, featuring 16 nations and territories. The event increased worldwide exposure of the sport and showcased the superstars of today and tomorrow.

The tournament was an overwhelming success, fans around the world loved it, and the international media ate it up. The Dominican Republic’s David Ortiz slammed a home run out of Puerto Rico’s Hiram Bithorn Stadium. Shairon Martis pitched a no-hitter for The Netherlands. Canada’s Adam Stern hit an inside-the-park homer. And Japan took the title, beating Cuba in a 10-6 thriller.

“We needed to make wireless access available to media from around the world at each of our venues. D-Link’s switches and access points met our needs reliably and within budget.”

-Julio Carbonell
World Baseball Classic Executive for IT

Julio Carbonell, World Baseball Classic Executive for IT, at the championship game in San Diego.
PRODUCT FEATURES:

**DS-300** — *WIRELESS G PUBLIC/PRIVATE HOT SPOT GATEWAY:*  
- 802.11G WIRELESS CONNECTIVITY FOR PUBLIC ACCESS.  
- SUPPORTS UP TO 50 ONLINE USERS SIMULTANEOUSLY.  
- KEEPS PRIVATE NETWORK SECURE.

**DS-3226L** — *MANAGED 24-PORT 10/100 SWITCH:*  
- HIGH PERFORMANCE SWITCHING.  
- INVESTMENT PROTECTION.  
- ADVANCED STANDARDS BASED ENTERPRISE FEATURES.

**DWL-2200AP** — *HIGH SPEED 2.4GHZ WIRELESS 108MBPS* ACCESS POINT:  
- INTEGRATED POE.  
- ALSO WORK AS POINT-TO-POINT BRIDGE, POINT-TO-MULTIPOINT BRIDGE, REPEATER.  
- INCREASED SECURITY WITH 802.1X and WPA.

**DFL-700** — *DESKTOP VPN FIREWALL:*  
- HIGH PERFORMANCE FIREWALL WITH NAT.

**DFL-1100** — *RACKMOUNT VPN FIREWALL:*  
- HIGH PERFORMANCE FIREWALL WITH NAT.

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D-Link supported the event by providing switches, firewalls, wireless access points, hot spot gateways and installation manpower to get the networks up and running within 72 hours. In total, the four stadiums used 50 DSA-3200 Wireless G Public/Private Hot Spot Gateways, 20 DES-3010GA Managed 8-Port 10/100 Switches, 106 DES-3226L Managed 24-Port 10/100 Switches, 80 DWL-2200AP High Speed 2.4GHz (802.11g) Wireless 108Mbps* Access Points (with Power over Ethernet), 4 DWL-2700AP Outdoor 2.4GHz (802.11g) Wireless Access Points, 20 DSS-8+ 8-Port 10/100 Desktop Switches, 3 DFL-700 and 1 DFL-1100 VPN Firewalls.

At the stadiums, there could be no overlap of radio cells, so each AP needed power output minimization. Roaming was facilitated by using similar BSSIDs.

“D-Link’s support staff was very helpful and experienced,” said Harewood. “They came up with creative solutions on the fly, and made my life easy by getting the deployment done quickly and professionally.”

For more D-Link Case Studies visit: www.dlink.com/casestudy

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Call or visit the web address below for more information on the complete line of business products:  
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