



# The Fox Theatre

Case Study: Public Venue Distributed Antenna System (DAS)



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# The Fox Theatre

## Case Study

"The Fox Theatre was built nearly a century ago without today's technical standards. We're thrilled that with ADRF's products and services, now our guests and staff are able to enjoy excellent wireless coverage throughout the venue."

**Elton Howze, Director of Information Systems**



### Overview

ADRF faced the difficult challenge of modernizing the wireless experience at The Fox Theatre in Atlanta, Georgia. Opened in 1929, The Fox Theatre each year welcomes over 750,000 guests to attend over 350 events, including Broadway shows, ballets, and concerts. ADRF had to overcome the venue's antiquated building standards while preserving its historical beauty and significance.

### About ADRF

**Advanced RF Technologies, Inc. ("ADRF") is an established, leading provider of in-building equipment and services that improve wireless coverage and capacity for the largest service providers and enterprise customers around the world.**

ADRF's product suite encompasses repeaters, distributed antenna systems, small cells, antennas, and passive components. ADRF offers complete, custom-designed turnkey solutions for wireless carriers, enterprise and public safety entities. We leverage our substantial wireless industry experience and in-building expertise to give our customers a seamless experience. ADRF is proud to be certified as a Minority Business Enterprise (MBE) and a Women's Business Enterprise (WBE) and has achieved TL 9000 and ISO 9001 certifications. We are also a member of the HetNet Forum as well as the Northeast DAS Forum.



### Goals & Process

ADRF's objective was to design and deploy a flexible, future-proof solution featuring our ADX Active Fiber DAS to enable a rich wireless experience for patrons, regardless of their wireless service provider.

ADRF actively led coordination efforts with wireless service providers to design a Neutral Host DAS solution for The Fox Theatre. We also managed the entire lifecycle of the project, starting with these preliminary phases and through installation, commissioning, and testing.

### Solution & Outcome

The system is comprised of fiber optic DAS, RF bi-directional amplifiers, antennas, and passive components, all designed and manufactured by ADRF with the highest reliability to provide ubiquitous coverage for The Fox Theatre's guests and staff members.

ADRF delivered an ultra-modular solution that not only provides robust coverage today, but also will enable a seamless, cost-effective update path tomorrow.