

# CommScope partners with the Dallas Cowboys to provide connectivity for their new world headquarters, “The Star”



## THE STAR

### Customer

Dallas Cowboys

### Country

United States of America

### Facility fast facts

The Ford Center at The Star  
Frisco, Texas

- 1 data center
- 683 miles of cabling
- 19 total IDFs
- \$200 million estimated build cost
- Features a 12,000-seat indoor stadium, offices, two outdoor practice fields and the upscale Cowboy Club

### Challenges

- Design a network with the flexibility to adapt to wide network traffic swings
- Power the team’s day-to-day operations while minimizing strain on its data server
- Reduce energy consumption and promote the Cowboys’ sustainability efforts
- Build scalability and redundancy into all systems

### Products deployed

- State-of-the-art DAS solution
- GigaSPEED® Category 6 cabling
- GigaSPEED X10D® Category 6a cabling
- 29 miles of SM 432 and SM 24 fiber
- 27 iLink cards
- 60 Intelligent Point of Interface (i-POI®) units
- 128 directional and omni-antennas
- Nearly 3 miles of coaxial cable
- InstaPATCH® OM4 fiber trunk cables



The Dallas Cowboys know all about great performance—the iconic football team has sold out every game since 2002 and is valued at \$4 billion, making it the world’s most valuable sports franchise. To ensure great network performance at its new world headquarters, the team turned to its longtime partners, CommScope and AT&T. This year, the Cowboys team moved from its long-time Valley Ranch headquarters in Irving, Texas, to a state-of-the-art headquarters and training facility in Frisco, Texas.

Funded by a unique public/private partnership between the team and the city of Frisco, The Star will boast retail, entertainment and office space, including two outdoor practice fields and the Cowboys Club. As part of The Star property, The Ford Center will feature a 12,000-seat indoor stadium and multi-use event center to host Cowboys training as well as local high school football games. To ensure that visitors can text, email, make calls, and send pictures and videos seamlessly within the 25-acre complex, CommScope and AT&T are installing solutions that include a state-of-the-art optical distribution system. This solution is designed to grow alongside the Cowboys and provide maximum performance while reducing total cost of ownership.

"We've relied on AT&T and CommScope for many years to help us deliver an exceptional game-day experience to our fans," Cowboys owner Jerry Jones says. "As we move into our new headquarters, we're counting on them to make sure that our players, employees, students and other visitors are able to communicate without any interruptions."

## Building on a legacy of success

The Cowboys knew they could depend on CommScope and AT&T to create a world-class communications network for the Ford Center at The Star, thanks to a successful relationship between the two organizations dating back to 2009. CommScope and AT&T provided the wireless and enterprise network infrastructure for the \$1.2 billion AT&T Stadium in Arlington, Texas, where the team plays its NFL home games.

Key features include a robust distributed antenna system that provides plenty of coverage for fans' texts, tweets and calls – a record-breaking eight terabytes of data were processed at AT&T Stadium during the 2015 NCAA College Football National Championship game. CommScope and AT&T also installed super-fast fiber connections to permit virtualized data that maximizes space in the team's remote data center. This data center acts as a backup redundancy to support all game-day or event operations at AT&T Stadium, should the stadium's own dedicated data center malfunction or need additional bandwidth to ensure a seamless fan experience.

## A new place for Friday night lights

Now, the Cowboys are turning to their latest challenge: a new home for day-to-day operations. An opportunity to partner with the city of Frisco and build a new campus proved too good to pass up, bringing the Cowboys a world-class facility and also enabling the team to support Texas' proud tradition of Friday night football. The Ford Center at The Star will host local high school football teams from Frisco while also serving as a training and practice facility for the NFL squad.

The first phase of the project includes the indoor training stadium and outdoor practice fields, 5,000-person-capacity Cowboys world headquarters building, an underground parking garage, and an open plaza connecting the buildings. Five planned future phases will include the 16-story Omni Hotel, office and commercial space, medical buildings, and additional parking.

It's all part of the "\$5 Billion Mile," a mile-long stretch of Frisco with \$5.4 billion in planned investment. Under the 25-year deal between the Cowboys and Frisco, a city tax and school district funding will cover the headquarters' construction costs, while the team will foot the \$1.5 million bill annually to manage the facilities, pay for upgrades and cover operating costs.

## Designed for seamless communications

To power team operations and ensure fans don't miss a minute of the action, CommScope and AT&T are installing a state-of-the-art optical distribution solution for The Star's phase one facilities, offering high performance with the industry's smallest footprint to accommodate all carriers. Equipped to handle the most complex distribution needs, this solution can transmit frequencies from 800 to 2500 MHz, enabling the Ford Center at The Star to rapidly adapt to shifting network traffic levels. It's an easy way to allow fans and visitors to upload and download data from any mobile device.

Six hundred eighty-three miles of CommScope fiber and copper cabling connect spaces like the "war room." Designed for draft-day deal-making, the war room features an interactive video wall with two 98-inch multi-touch displays for side-by-side player comparisons; 15 55-inch LCD narrow bezel displays that can stream 16 different video apps concurrently; and six secure phones for conversations with players, the NFL and other teams. The products installed throughout the complex include:

- GigaSPEED® Category 6 cabling for all horizontal data drops.
- GigaSPEED X10D® Category 6a cabling for all wireless access points, offering 10GB Ethernet performance and enough bandwidth to meet the facility's evolving needs.
- 29 miles of SM 432 and SM 24 strand ribbon fiber, which connect 19 intermediate distribution frames (IDFs) to the Cowboys' new data center.
- 27 iLink cards to join the multiple headend and IDF rooms optically.
- Approximately 60 units of CommScope's integrated transceiver station interface solution, the Intelligent Point of Interface (i-POI®), which helps to reduce footprint requirements at the headend.
- 128 directional and omni antennas.
- Nearly 3 miles of coaxial cable to connect remote units to the antennas.
- InstaPATCH® OM4 fiber trunk cables within the Cowboys' data center. The preterminated solution slashes deployment time, reduces the chance of improper installations and offers optimal performance, while blazing-fast 40 GB data speeds accelerate vital functions while reducing space, power and cooling requirements.



Work kicked off in March 2016, and the Cowboys moved into their new Frisco facility that Fall, with additional phases completed over the next few years.

“Deploying infrastructure for a new facility of this caliber demands a world-class communications partner,” Cowboys Chief Information Officer John Winborn says. “We trust CommScope and AT&T because we know together they can get the job done right—the first time—and back up their work for the entire product lifecycle.”

## Delivering unforgettable game-day performances

Once the Ford Center at The Star is up and running, professional and amateur athletes won't be the only ones displaying unforgettable game-day performances. Leveraging global expertise and advanced technology from CommScope and AT&T, the Dallas Cowboys will continue to maintain their dominance as America's Football Team.



Everyone communicates. It's the essence of the human experience. *How* we communicate is evolving. Technology is reshaping the way we live, learn and thrive. The epicenter of this transformation is the network—our passion. Our experts are rethinking the purpose, role and usage of networks to help our customers increase bandwidth, expand capacity, enhance efficiency, speed deployment and simplify migration. From remote cell sites to massive sports arenas, from busy airports to state-of-the-art data centers— we provide the essential expertise and vital infrastructure your business needs to succeed. The world's most advanced networks rely on CommScope connectivity.

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