



STADIUMS & ARENAS

CUSTOMER: Privately owned American auto racing sanctioning and operating company

LOCATION: Daytona Beach, FL

SIZE: \$4,900,000

ComNet Communications was selected to lead a critical infrastructure rehabilitation project at one of the most iconic sports venues in the United States: the Daytona 500 track in Daytona Beach, Florida. Tasked with modernizing the venue's communications infrastructure, ComNet delivered a full-scale overhaul that significantly improved operational efficiency and connectivity for staff, broadcasters, and fans alike.

The Challenge

The Daytona 500, one of the most prestigious motorsport events in the world, presents unique technical and logistical challenges:

- **Aging Infrastructure:** Much of the existing network cabling and communication systems were outdated and unable to support modern demands.
- **Event-Driven Timeline:** Work needed to be completed within tight windows to avoid interfering with scheduled races and events.
- **Vast Physical Scope:** The sheer size of the track and associated facilities required careful coordination across multiple zones.
- **High Data Demand:** A modern racing venue requires reliable, high-speed connectivity for everything from operations and media to fan Wi-Fi and broadcast capabilities.

The Solution

ComNet Communications deployed a team of network infrastructure experts to engineer and execute a turnkey solution, covering every layer of the network environment:

- **Structured Cabling:**
 - Installed over 5,500 Systemax Category 6 cables to support high-speed data transmission.
 - Deployed 150 miles of fiber-optic cabling with expert splicing to ensure seamless data flow.
 - Ran coaxial cabling to support broadcast and specialized communication systems.
- **Wireless & Audio Systems:**
 - Implemented a venue-wide wireless LAN system, ensuring dependable Wi-Fi coverage throughout the track.
 - Installed audio cabling to power the upgraded public address and sound systems for both fans and operations.
- **Core Infrastructure:**
 - Built out new equipment rooms, housing 74 Intermediate Distribution Frames (IDFs) to ensure localized network availability.
 - Completed a full data center installation, forming the technological backbone of the venue.
 - Installed outside plant (OSP) fiber and copper infrastructure to connect all critical zones.
 - Integrated grounding and bonding systems to meet safety standards and industry compliance.

The success of this project showcases ComNet's deep expertise in managing and executing high-impact, technically complex deployments within large-scale, high-demand environments. From meticulous planning and precision installation to seamless integration across multiple systems, ComNet demonstrated its ability to deliver scalable, future-ready infrastructure solutions that meet the rigorous requirements of mission-critical venues—on time, within budget, and without disrupting ongoing operations

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ComNet's integrity, expertise and ability to turn challenges into profitable growth opportunities is the foundation for our reputation and success in a demanding and changing industry. Our dedication to customer service, our understanding of the most sophisticated technology and our attention to the slightest detail assures that our customers will always be connected to the future.