CASE STUDY

Spectrum Center powers a connected fan experience using WiFi 7

Overview

- Hornets Sports & Entertainment (HSE) operates one of the premier sports and entertainment venues in the Carolinas.
- As part of a major renovation, HSE reimagined its connectivity to deliver the connected fan experience it envisioned.
- Today, ultra-fast, reliable WiFi 7 powers both on-site operations and an immersive fan experience throughout the arena.

Outcomes

- WiFi 7 and fiber connectivity transformed Spectrum Center into a seamless, high-performance venue experience.
- Faster entry and quicker food, drinks and retail transactions improved convenience for fans and efficiency for staff.
- A scalable network foundation now supports real-time engagement, operational reliability and continued innovation across the arena.

Why it matters

- Reliable, high-speed connectivity helps HSE provide a frictionless experience for thousands of fans across the 800,000-square-foot arena.
- Measured improvement in entry flow and transaction speeds give fans a better experience and more time to enjoy the event.
- With dependable connectivity supporting everything from mobile ordering to real-time activations, guests can stay focused on the atmosphere, the action and the memories they came to make.

Dedicated, high-speed internet built to elevate every moment

Hornets Sports & Entertainment operates Spectrum Center, one of the premier sports and entertainment venues in the Carolinas. The venue is also a major community asset, annually hosting more than 125 events and generating $350 million in revenue for the city of Charlotte.

Whether it's a game, concert or community event, HSE is committed to creating exceptional experiences for every guest. To bring that vision to life, HSE needed a partner that could power every touchpoint across the arena. They turned to Spectrum Business® to make it happen.

Delivering ultra-fast connectivity to thousands

To redesign Spectrum Center as a dynamic, technologically advanced and fan-friendly venue, Spectrum Business deployed powerful WiFi 7 across the 20,000-seat arena. This required a major infrastructure upgrade, including the installation of some 500 access points across the site.

With the ability to connect across multiple frequencies simultaneously, WiFi 7 delivers faster speeds, lower latency and stronger performance in high-density environments. That means fans, staff and partners can stay seamlessly connected throughout the arena, even during the busiest events.



Fans at the Spectrum Center can order food, interact with one another and track game action using high-speed connectivity supported by Dedicated Fiber Internet.

Customer profile

Company
Hornets Sports & Entertainment

Industry
Hospitality

Services
Dedicated Fiber Internet
Fiber Connect Plus TV
Ethernet Services
Enterprise Trunking

"We are a competitive business," explains Shelly Cayette-Weston, President, Hornets Sports & Entertainment. "Wanting to be the best in everything we do has driven us to be one of the first venues to launch WiFi 7."

To optimize WiFi 7, video and voice services, Dedicated Fiber Internet circuits have been set up at key HSE locations, including the arena, HSE corporate offices and the new Novant Health Performance Center.

Transforming the fan experience with WiFi 7

Dedicated Fiber Internet plus WiFi 7 grants the reliable, always-on connectivity Spectrum Center needs to run nearly every part of its operations. These include ticket scanning, concession payments, LED displays, in-seat ordering and partner activations.

It also allows HSE to design and manage new fan experiences across the venue, including cashier-less grab-and-go food areas where guests can buy food and drinks with a tap of their phone. Frictionless security screening lets patrons move smoothly through the arena.

Since implementing Dedicated Fiber Internet, lag and signal issues are things of the past. Now fans pass through entry areas quickly, order food and merchandise from their seats using the Hornets app, access stats, view replays and engage with sponsor activations in real time. Partners can deliver time-sensitive content and contests without delay.

"It's incredible to have an arena in the community that enables hundreds of jobs, brings people uptown and supports further investment in Charlotte," explains Deidre Jordan, Vertical Markets Director, Spectrum Business. "At Spectrum Center, Spectrum Business implemented WiFi 7 technology to help deliver fast, reliable connectivity for thousands of fans simultaneously. This brings a strong sense of pride given the community impact and opportunity to create a fan engagement experience like no other."



Spectrum Center is uniquely designed to deliver an optimal fan experience. With Fiber Connect Plus TV on screens throughout the venue, everyone is able to follow the on-court action.

"When I walk through Spectrum Center and see families, colleagues and fans excited to be here, that's what we do this for. It's all about the experience, the connections and the memories we're able to create."

Mike Behan, Chief Business and Revenue Officer, Hornets Sports & Entertainment

Designing core services around fiber connectivity

HSE worked with Spectrum Business to add other key features designed to increase patron engagement. Dozens of video screens in every part of the arena instantly distribute game and event content, bringing every moment right to fans, using Fiber Connect Plus TV.

Spectrum Business also installed fiber Ethernet Services to create a fast, secure connection between HSE corporate offices and the arena, enabling scalable, point-to-point network connectivity that operates independently of the internet.

Complementing that connectivity, Enterprise Trunking provides flexible, secure voice service designed to work with legacy systems, backed by industry-leading service-level agreements designed to guarantee reliable performance.

Improving the arena for all with seamless technology

The improvements have been measurable, helping create a connected venue ecosystem that incorporates fans, premium spaces, vendors, concessions, displays and operations. HSE attributes the upgrade to increased merchandise and food-and-beverage sales, along with overall revenue growth.

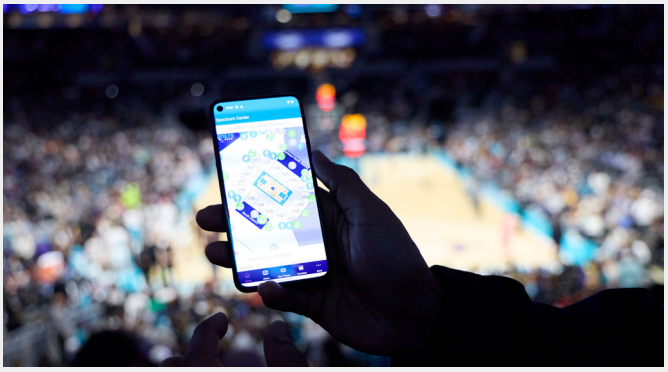
Ronnie Bryant, Chief Information Officer, Hornets Sports & Entertainment, says, "The Spectrum Center is an 800,000 square foot facility that seats 20,000 people. Now, we can deliver WiFi 7 to every patron at the same time, at the highest speeds possible."

Supported by the new connectivity technology from Spectrum Business, entry flow increased by approximately 76% each 15-minute interval; while checkout times for food-and-beverage transactions improved by about 50%, and retail transaction speed increased by about 60%.

A partnership built for growth

HSE looks to Spectrum Business as a strategic, innovation-minded partner that creates room for future immersive experiences.





The Hornets app is designed to deliver a seamless fan experience, including buying merchandise. Connectivity across the 800,000 square-foot building is achieved using over 500 access points.

"When you strive to become the premier sports and entertainment franchise, you need to have premier partners," says Mike Behan, Chief Business and Revenue Officer, Hornets Sports & Entertainment. "We're fortunate with Spectrum Business to have a partner who is premier in every aspect."

With the right connectivity foundation now in place, HSE can continue offering a seamless, nearly invisible technology experience — one that lets fans focus on the event, the atmosphere and the memories they came to make.

Mark Kornegay, Group Vice President, Vertical Market Sales, Spectrum Business says, "It's a real privilege to have our name associated with the Spectrum Center. Their trust in us to deliver a solution is one of the highest honors we could enjoy as a company, and it's a pleasure to serve that community."

Solution summary

- **Dedicated Fiber Internet** — Provides high-speed, scalable connectivity throughout the entire arena, the Hornets Sports Medicine complex and HSE headquarters.
- **Fiber Connect Plus TV** — Enables easy streaming of game and event content to every screen in the venue.
- **Enterprise Trunking** — Ensures fast, secure voice communications between HSE corporate offices and the arena.

"We've seen a massive increase in entry speed due to the internet speeds and advances in WiFi 7, along with major gains in merchandise and food-and-beverage sales."

Ronnie Bryant, Chief Information Officer, Hornets Sports & Entertainment

Spectrum Business: Award-winning connectivity

FROST & SULLIVAN

Winner of the 2026 Frost & Sullivan North America Dedicated Internet Access Competitive Strategy Leadership Award[1] and the 2026 Frost & Sullivan North America Ethernet Services Industry Company of the Year Award.[2]

1. 2026 Frost & Sullivan Competitive Strategy Leadership Recognition, The North American DIA Industry Excellence in Best Practices, Leandro Agion, Industry Director, Frost & Sullivan, June 2026.
2. 2026 Frost & Sullivan Company of the Year Recognition, The North American Ethernet Services Industry Excellence in Best Practices, Amrit Singh, Industry Principal, Frost & Sullivan, June 2026.

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