



**Silverstone:**

# Becoming the world's best connected circuit



**Becoming the smartest, most sustainable and most connected circuit in the world is a big ambition.**

It begins with delivering the kind of fast, reliable mobile coverage today's spectators, corporate clients and concession holders expect. But it doesn't end there. From immersive in-car virtual reality experiences to track-wide IoT sensors, a digital Silverstone is a truly exciting proposition.

Cellnex is ready to help Silverstone build the foundations for its digital future... today.



## What we can deliver

1

**Enhanced 4G/5G public mobile coverage.** In all indoor and outdoor spectator areas, from all 4 UK networks.



2

**Dedicated 4G/5G private networks.** For secure, always-on connectivity to a vast range of new trackside and premium corporate hospitality services.



3

**Communication as-a-Service opportunities.** To drive ROI and generate ongoing revenues from communications infrastructure.



## Connecting communications to business outcomes

**Socialising Silverstone**

Achieve complete coverage to give spectators a great mobile and social media experience.

**CaaS revenues**

Offer as-a-service 5G secure networks for sponsors, teams and broadcasters.

**Smart sustainability**

Embrace IoT-based monitoring of site-wide assets to drive sustainability by automating/simplifying operations.

**Immersive experiences**

Provide premium 'in-car' and XR experiences for corporate hospitality visitors.

**Enhancing security**

Enable real-time HD video capture and analytics for track and visitor safety and security.

**Concessions support**

Support concession holder operations and mobile payments with secure, high bandwidth connectivity.

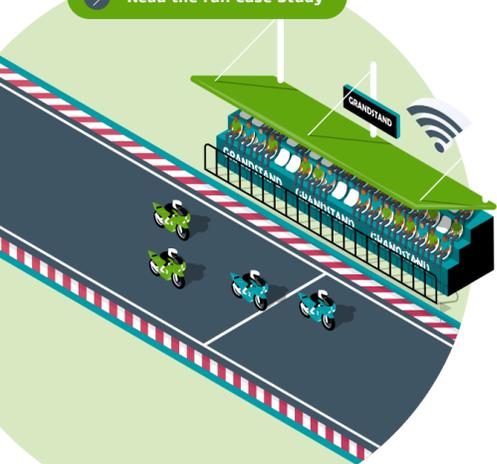
With the public and private network connectivity in place, Silverstone will achieve incremental benefits at every stage – layering on each new use case and gaining more value every time.

**Customer success:**

## Creating the world's leading 5G motorsports arena

Cellnex has deployed more private 4G and 5G networks than anyone else. In 2021, we completed a site-wide 5G private network at KymiRing, Northern Europe's leading motorsport circuit.

[Read the full Case Study](#)



**Outcomes included:**

- ✓ Dedicated 5G coverage across the entire 180 hectare site – guaranteed connectivity in new autonomous/connected car testing areas.
- ✓ Live streaming of multiple concurrent in-car cameras for broadcast partners.
- ✓ Secure, real-time delivery of testing data to manufacturer/partner analytics systems.
- ✓ Platform for future services, including massive IoT connectivity and automation.

## Why partner with Cellnex

As a UK Critical Infrastructure provider, and one of Europe's leading telecommunications companies, we have the scale, expertise and partnerships to support your transformation to a truly digital circuit.



**Expert people**

Our specialists will work with Silverstone's team to design and build the right network – tailored to your specific operating environments, locations and use cases.



**Committed to partnership**

Our flexible commercial models and willingness to co-fund deployments illustrates our commitment to a **long term partnership** as technologies and your objectives evolve.



**Securing service delivery**

From project design and engineering, through coverage and capacity planning to operational monitoring and ongoing performance optimisation, we're with you all the way.



## A fully managed service from Cellnex

To find out how we can help Silverstone achieve its vision of becoming the world's smartest, most sustainable and most connected circuit, get in touch with Danny Holye at [danny.holye@cellnextelecom.co.uk](mailto:danny.holye@cellnextelecom.co.uk) or call **+44 (0)7812 471412**

## About Cellnex

As a Critical National Infrastructure Provider and one of Europe's leading telecommunication companies, Cellnex is trusted by enterprises, the emergency services and mobile network operators. Cellnex also brings the expertise and experience of Edzcom, a Private Networks market leader and wholly owned subsidiary, meaning that our 4G and 5G Private Network solutions provide the most assured answer to the challenges of an Industry 4.0 world.

To find out more, visit our small cells pages at [cellnex.com](http://cellnex.com) [here](#).