

Moody Center's robust network infrastructure meets fans' expectations

Balancing the needs of a major entertainment venue with a basketball arena required a unique design and reliable network infrastructure, which Belden delivered.

Case Study



Customer

Moody Center, at the heart of the University of Texas at Austin campus, replaced the 45-year-old Frank C. Erwin Jr. Center. It is the new home of Texas Longhorns Women & Men's Basketball teams and the newest entertainment venue in the live music capital of the world. It is a world-class facility for a strong music scene.

The new \$375 million, 15,000-seat arena hosts University of Texas basketball games, graduations, and university and community events. It is a major stop for top names in live entertainment. Moody Center brings unique events to the area at least 150 days per year, including live music, family and comedy shows.

Challenge

Balancing the needs of a major entertainment venue with a basketball arena required a unique design and robust network infrastructure. This ensures fans enjoy a seamless live event experience in a state-of-the-art venue. Access and network speeds are vital to support digital tickets, social media and concessions.

Eighty-six self-checkout kiosks complement staffed points of sale, speeding up snack and beverage purchases. The venue boasts 9,601 square feet of digital signage, covering over 15 million pixels. A 66-foot interactive LED video wall stands outside the Dell Technologies Club, which features innovative interactive technologies.

Creating the most expensive college basketball arena in history is no small feat. The 530,000-square-foot Moody Center prioritizes safety and entertainment. As a Sharecare Verified site, it adheres to over 140 expert-validated standards across 600+ checkpoints.

Technology supports health protocols and air and water management, and enhances the overall fan experience.

“We used Belden cabling throughout the building, from the core to the end-user. There are miles and miles of Belden systems running through the arena.”

-Heath Adams, Director of Technology at Moody Center



Discovery

Moody Center is the first of its kind, created through a unique partnership between Oak View Group, Live Nation/C3 Presents, The University of Texas at Austin and Minister of Culture Matthew McConaughey.

Belden's technology ensures secure and efficient transmission of information, supporting various high-profile projects and venues. With its experience from the Climate Pledge Arena and UBS Arena projects, the company already had a strong relationship with Oak View Group. Belden's systems are used in many of Oak View Group's stadium projects across the United States.

Solution

Moody Center depends on seamless connectivity for everything from mobile ticketing to concessions and Wi-Fi. Dual 10G backbones power public Wi-Fi, wired networks, and 5G and 1G switches, all supported by Belden systems.

“We used Belden cabling throughout the building, from the core to the end-user,” says Heath Adams, director of technology at Moody Center. “It's used not only in the actual building network itself, but also for our patch cables. There are miles and miles of Belden systems running through the arena.”

Approximately 85,000 linear feet of Belden Digital Electricity™ Cables ensure efficient power and data transmission to the distributed antenna system (DAS), enhancing cellular coverage inside and around the venue.

The broadcast control room, vital for game-day content, relies on Belden's 12G-SDI Cables for optimized 4K signal transmission while minimizing weight and space use. Fiber and Category 6A cables enable Moody Center's cashless concessions and self-checkout experiences.

Belden's REVConnect® Connectivity speeds up installation, reduces rework and strengthens network uptime.



“You’ll find Belden in everything here, from AV production, including lighting and sound, to IT. All our phones and computers are also connected using Belden cabling.”

-Heath Adams, Director of Technology at Moody Center



Belden speaker and audio cables enhance the fan experience for sports and music events, while security, access control and building automation cabling ensure seamless venue operations.

This streamlined infrastructure ensures security and reliability in the transmission of information: Moody Center delivers top-tier connectivity and immersive experiences.

Results

Moody Center is designed to attract and retain visitors. Fans enjoy immersive experiences from the interactive plaza to their seats. They stay connected to the arena and the outside world from Dell Technologies Plaza to the porch suites.

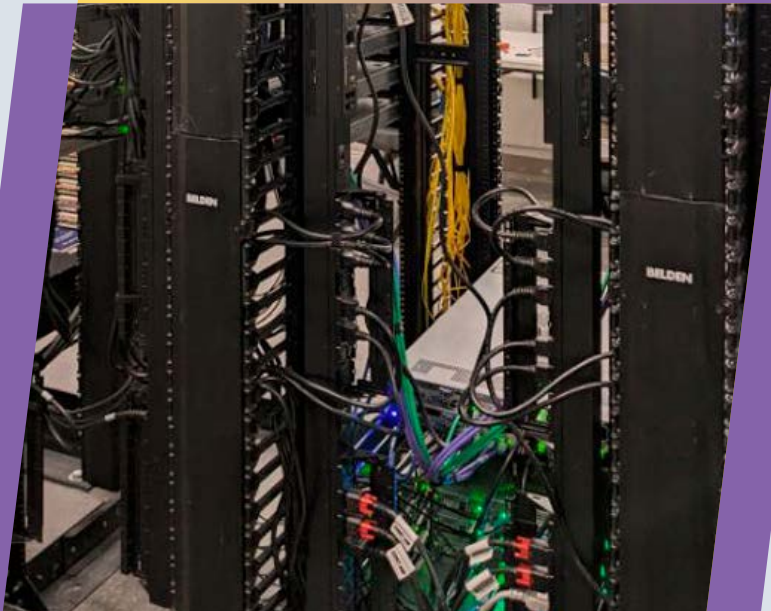
Belden’s high-performance infrastructure solutions ensure consistency, reliability and uptime. By supporting consultants, contractors and systems integrators, Belden helped the arena open as planned on April 20, 2022.

Moody Center achieved LEED Gold certification for energy efficiency, saving nearly 14% in energy compared to similar buildings. Belden’s cabling and connectivity support these systems.

“When we plug in a cable, we know it’s going to work,” Adams says. “We don’t have to worry that we’ll ever have an issue. We know it will work flawlessly.”

Moody Center was named Best New Concert Venue Worldwide by Pollstar Magazine and the highest-grossing venue for its size in 2022 by Billboard. This recognition came despite being open for only half the year, thanks to the technology and features incorporated into every aspect of the arena.



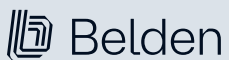


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Belden Inc. delivers complete connection solutions that unlock untold possibilities for our customers, their customers and the world. We advance ideas and technologies that enable a safer, smarter and more prosperous future. Throughout our 120+ year history we have evolved as a company, but our purpose remains – making connections. By connecting people, information and ideas, we make it possible. We are headquartered in St. Louis and have manufacturing capabilities in North America, Europe, Asia and Africa.

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