

CASE STUDY

Long Beach Juneteenth

EXECUTIVE SUMMARY

Recognizing the importance of connectivity for community engagement, RYTHMz partnered with Happiest Ours and WTB Solutions to provide robust wireless internet services for the annual Long Beach Juneteenth Celebration. By deploying a custom network solution, RYTHMz ensured seamless connectivity for POS systems, operational devices, and over **15,000 attendees** in a location lacking traditional internet infrastructure, fostering inclusivity and enhancing the event experience.

THE CHALLENGE

The annual Long Beach Juneteenth Celebration, anticipating over 15,000 attendees, presented a significant connectivity challenge. Located in a park with **no existing traditional internet services**, the event required a complete network solution to support crucial operations, including POS transactions, attendee check-in, management communications, and social media management. Additionally, organizers aimed to provide **free Wi-Fi access** for attendees, utilizing a **captive portal** to gather email addresses for future engagement.



OBJECTIVES

- Provide reliable Wi-Fi connectivity throughout the park to accommodate the high volume of attendees.
- Ensure a dedicated operational network allowed for continuous business operations and transaction processing.
- Enhance attendee experience by enabling seamless social media sharing, live streaming of performances, and interactive event updates.
- Support community engagement by ensuring accessibility to digital resources and information about the historical significance of Juneteenth.

THE SOLUTION

A Multi-Layered Approach for Robust Connectivity

RYTHMz deployed a comprehensive and resilient Wi-Fi solution tailored to the unique demands of the Long Beach Juneteenth Celebration...



Network Deployment:

Four RYTHMz boxes were strategically positioned across the park to ensure widespread and consistent coverage, effectively mitigating connectivity disruptions even in densely populated areas. This solution leveraged the best available 5G connectivity from all three major US carriers, utilizing a total of thirteen different SIM cards to maximize speed and reliability.

Satellite Redundancy:

To further enhance performance and provide critical redundancy, RYTHMz integrated a Starlink satellite connection. This was centrally located with the high-capacity QueenConnect box and distributed to the other network nodes, ensuring continuous connectivity even in the event of cellular network congestion or localized outages.

IMPLEMENTATION

Collaborative Planning and Proactive Management

Leading up to the celebration, RYTHMz collaborated closely with event organizers to thoroughly assess connectivity requirements and develop a customized network deployment plan. On the day of the Juneteenth Celebration:

- The RYTHMz team arrived early to meticulously set up all equipment and conduct rigorous testing to optimize network performance across the entire event space.
- Continuous real-time monitoring and proactive adjustments were implemented throughout the day to maintain optimal connectivity, especially during peak attendance periods and key event activities.
- RYTHMz's 24/7 dedicated support played a crucial role in the Long Beach Juneteenth Celebration's resounding success.



THE OUTCOME

*A Connected Community and
Enhanced Cultural Experience*



Seamless internet access

allowed attendees to share performances and personal experiences in real-time across social media, fostering a vibrant and digitally connected community throughout the park.

Reliable network connectivity

and expert technical support enriched the cultural experience, enabling attendees to readily access information, connect with each other, and fully participate in the celebration.

RYTHMz's deep commitment

to empowering communities through accessible technology, reaffirming their role as a trusted partner in fostering connectivity and inclusivity at significant events.



CONTACT US

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FUTURE IMPLICATIONS

Building on the resounding success of this collaboration, RYTHMz continues to actively explore opportunities to support diverse community events. Leveraging their expertise in providing reliable temporary network solutions, RYTHMz aims to enhance connectivity and enrich communal experiences across a wide range of celebrations. In future deployments where temporary power is a requirement, RYTHMz plans to utilize battery backup solutions for their devices, drawing on their experience implementing this approach at other events to ensure uninterrupted service.

