



## Broadband Technology Transforms a Rural Tennessee Town into the Sixth Largest City in Tennessee at the Bonnaroo Music and Arts Festival

**Name:**

Bonnaroo Music and Arts Festival

**Internet:**

[www.bonnaroo.com](http://www.bonnaroo.com)

**Location:**

Manchester/Coffee County

**Founded:** 2002

**Innovative Insight:**

*“Each year since its inception, Bonnaroo has offered Wi-Fi Internet available to attendees. People are able to interact with their friends back home, catch up on work, and connect with friends who are also at the festival. It is very popular, often having lines out the door for access.”*

**The Importance of Broadband:**

*“Broadband is vital. Not only for allowing our activities and attractions to come to life, but also for the back of house Bonnaroo production team. Our friends at Cisco and D-Link will be providing the necessary equipment to build our wireless infrastructure.”*

**Reaction from Fans:** *“If it wasn’t for the broadband Internet availability at the festival, I literally wouldn’t be able to go. I wouldn’t be able to leave my business for four days. But now I can stay connected and enjoy the festival without missing a beat. Who could ask for anything more?”*

**Manchester, TN** - On a rural farm in the middle of Manchester, Tennessee is probably the last place you’d look to find a Mecca of modern-day technology, but every June, when the Bonnaroo Music and Arts Festival descends on Coffee County, “high tech” officially comes to town.

Bonnaroo is a four-day, multi-stage camping festival held on a rolling 700-acre farm in Manchester each June. Bonnaroo brings together some of the best performers in rock and roll, along with dozens of artists in complementary styles such as jazz, Americana, hip-hop, electronica; you might even find a little country music! In addition to the performances, the festival's 100-acre entertainment village buzzes around the clock with attractions and activities including a classic arcade, on-site cinema, silent disco, comedy club, theater performers, a beer festival, and a music technology village. The festival is often referred to as “the modern Woodstock,” and although it does have the earthy, peaceful vibe of Woodstock, the broadband connections behind the scenes are what give the festival its modern edge. In fact, the festival is so high-tech, it has even earned itself the moniker “the most tech-savvy festival in the land.”

From its wireless connectivity to its live streaming video, both attendees and fans who cannot attend the festival alike can stay connected to everything Bonnaroo throughout the duration of the festival’s four-day run. The 700 acres of land that Bonnaroo encompasses literally becomes one of the largest temporary wireless infrastructures in the country. What does that mean? In simple terms, the Festival becomes the sixth largest city in Tennessee during the show.

“Each year since its inception, Bonnaroo has offered Wi-Fi internet available to attendees,” explains Kerry Black of Superfly Productions (the production company behind Bonnaroo.) “People are able to interact with their friends back home, catch up on work, and connect with friends who are also at the festival. It is very popular, often having lines out the door for access.”

The “i’m Connected Internet Café” has proven invaluable for regular Bonnaroo attendee and Bedford County resident, Jason Evans. “I own my own business, so it’s vital that I be able to stay connected to everything going on back home while I’m at the festival,” he explains. “The wireless availability at Bonnaroo allows me to fire up my laptop for a few minutes a day, catch up on emails, and get right back to having fun.”

The show coordinators also require broadband capabilities for the duration of the festival so everyone involved can communicate with the outside world and each other. “Broadband is vital,” says Black. “Not only for allowing our activities and attractions to come to life, but also for the back of house Bonnaroo production team. Our friends at Cisco and D-Link will be providing the necessary equipment to build our wireless infrastructure.”

Those who can’t make it to this year’s festival will still be able to be there – with the help of broadband Internet. “This will be our third year of webcasting Bonnaroo through the AT&T blue room,” explains Black. “A camera crew films various artists and the blue room delivers 30+ sets through a live HD blue room stream. After the

festival, fans can relive their favorite moments through the blue room's archived Bonnaroo footage."

"The ability to provide fans with exclusive music experiences is the heart and soul of the AT&T blue room," said Joey Schultz, vice president of AT&T Consumer Marketing. "We pride ourselves on delivering top-quality webcasts that engage fans with today's top talent while also introducing consumers to AT&T's full lineup of products and service offerings."

With its unforgettable performances, unparalleled technological capabilities, and creative and unrivaled attractions, it's no wonder the Bonnaroo Music and Arts Festival was named one of Rolling Stone magazine's "50 Moments that Changed the History of Rock and Roll." And thanks to broadband technology, the festival that attracts 90,000 people each year is set to once again go off without a hitch June 11 - 14.

"If it wasn't for the broadband Internet availability at the festival, I literally wouldn't be able to go," explains festival-goer Jason Evans. "I wouldn't be able to leave my business for four days. But now I can stay connected and enjoy the festival without missing a beat. Who could ask for anything more?"

***About TN 95:***

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