

Case Study

DART Hops on Private LTE Train

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LANDMARK
DIVIDEND

Gone are the days when transit systems only had to deliver customers and goods. Today, passengers expect value-added services like integrated fare systems, public Wi-Fi, and real-time ride notifications that enhance the transit experience.

Failing to upgrade the passenger experience with digitized, value-added solutions could result in public transportation losing out to ride-hailing solutions.

Take Dallas Area Rapid Transit (DART) for example. One of the largest public transit systems in the United States, DART has over 93 miles of tracks and 200,000 riders. In 2018, DART recognized that enhancing its user and rider experience would be key to maximizing both ridership and revenue opportunities.

DART needed to quickly upgrade its existing transit system with added services like reliable connectivity, community information platforms, and wayfinding without suspending any rides while maintaining the lowest cost for its ridership, now and in the future.

That's why the transit system partnered up with Landmark Dividend to deploy a smart media and communications platform comprising 300+ content-rich kiosks.

The technology that made all this happen? Citizens Broadband Radio Service (CBRS) from Federated Wireless.

Building an experience-rich system with CBRS

Transforming a transit system into an experience-rich system is no easy task—and virtually impossible with traditional Wi-Fi networks.

A CBRS-based Private LTE network by Federated Wireless gave DART all the bandwidth – up to 150MHz of brand-new spectrum – it needed to handle the connectivity demands of its new smart kiosks, connection hotspots, and video streaming services.

CBRS enabled DART to capitalize on new revenue opportunities. For example, when smart kiosks are not in use, they moonlight as advertising platforms. This new ad revenue helps to keep ridership costs low – a win-win situation for DART, its passengers, advertisers, Landmark Dividend, and many other stakeholders.

Private LTE improved the safety, security, and reliability of the transit network. With CBRS, all transmitted data remains within the local connectivity network and isn't transported over other major carriers' networks.

Thanks to the seamless data offloading provided by Federated Wireless' industry-leading Spectrum Controller, all DART networks (e.g. public Wi-Fi, internal connection) and services (e.g. digital advertising, emergency notifications) are now able to run at full capacity.



Opening up the wireless spectrum needed for high-performance and secure Private LTE networks brings “tremendous public benefit and also lots of commercial opportunities,” said Chief Operations Officer for Landmark Dividend Dan Parsons.

RELATED: [Wireless at Cloud Scale – Accelerating 4G/5G Private Networks for the Enterprise through AWS and Azure](#)

Board the Private LTE train with Federated Wireless

Founded in 2012, Federated Wireless has spearheaded the development, testing, and commercialization of spectrum-sharing technology for CBRS.

“Our goal is to remove all friction from CBRS deployments so that this band can be used to its fullest potential,” said Bob Ewald, Senior Vice President of Product Management and Marketing for Federated Wireless.

With its premier Spectrum Controller for CBRS, enterprises can easily provide value-added services through secure, reliable, high-performance Private LTE connectivity.

For more information on CBRS solutions and Federated Wireless, visit the [official website](#).

About Federated Wireless

Founded in 2012, Federated Wireless has long led the industry in development of shared spectrum CBRS capabilities. The company’s partner ecosystem includes more than 40 device manufacturers and edge partners, all of which are dedicated to collaboration in order to advance the development and proliferation of CBRS services. Federated Wireless’ customer base includes companies spanning the telecommunications, energy, hospitality, education, retail, office space, municipal and residential verticals, with use cases ranging from network densification and mobile offload to Private LTE and Industrial IoT.