

CASE STUDY FOR

BOSTON RED SOX

Keeping People Safe at Fenway Park

Situation

Since 1912, Fenway Park and the Boston Red Sox have been part of the heart and soul of the City of Boston. Fenway Park, where all Boston Red Sox home games are played, has a current capacity of over 38,000 and has sold out every game since May 2003.

Keeping fans, players, and employees safe during games, music concerts, and other events is the #1 priority for the Boston Red Sox, and the organization implements strict guidelines for entry and behavior where violators can face penalties up to and including lifetime bans from the Park.



Problem

As with any major venue that holds tens of thousands of spectators, Fenway Park has the potential for emergency situations to develop at hyper-speed—from bad actors who want a high profile, high population target to unexpected bad weather events. In addition, Fenway Park has a complex physical footprint that can be difficult for people to navigate during a normal game day, let alone an evacuation situation.

Boston Red Sox management understood this vulnerability and wanted to upgrade their emergency management and alerting system within Fenway Park to incorporate comprehensive mass notification and alerting. Management needed improved coordination within the stadium for security, medical, and concession personnel, as well as city, state, and local authorities that would safeguard people and give them the ability to communicate with personnel and agencies within Fenway Park and the surrounding area.





Solutions

Genasys Protect software and hardware solutions were chosen to provide the Boston Red Sox with the ability to **deliver safety alerts and notifications during games,** concerts and other events at Fenway Park. Multi-channel critical communications and evacuation management tools, including ALERT mass communication software, ACOUSTICS voice speaker arrays, and EVAC emergency evacuation software, deliver emergency alerts and public safety notifications within Fenway Park to keep people safe and informed.

Genasys Protect **enables multi-function communications** for employees, players, spectators, and first responders through voice speaker arrays, auto-discovery on stadium Wi-Fi, mobile push notifications, desktop integration, and digital signage override, to ensure that anybody within the Fenway Park footprint can receive communications for emergencies or just day-to-day business.

Results

The Boston Red Sox have a technically sophisticated platform that can grow as Fenway grows with plans to expand coverage to the new MGM Music Hall Fenway, a 5,000+ seat venue recently opened on the Fenway Park campus.

“We are excited to partner with Genasys Inc. to improve emergency communications for the millions of visitors that attend Fenway Park events every year,” added Brian Shield, Red Sox Vice President for Information Technology.

Given Fenway Park’s complex footprint, Genasys Protect has been set up by creating zones for communication and is using digital signage calls-to-action as well as many other related forms of technology to manage the visitors’ experience within Fenway Park. The Boston Red Sox want the fan experience to start seamlessly when they leave their home and follow them throughout their visit—with Genasys Protect they have it.

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