



PRESS INFORMATION

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Sports Reporting Evolving as Venues Install Wi-Fi Access

Wi-fi wireless internet access at sporting venues is starting to have a fundamental effect on sports reporting by the media.

As wi-fi installations become more common-place in major sporting venues, more and more journalists and photographers are taking advantage of the technology to file stories and upload images from pitch-side – more quickly, with better reliability and most cost effectively than other methods like connecting through the mobile phone.

Sports Port, a dedicated team of wireless specialists focussed on sport, have installed wi-fi in some 24 major venues across the UK, including the Millennium Stadium in Cardiff. More than 50 journalists and photographers from national and local papers and news agencies used the Sports Port wi-fi access at the FA Cup Final and the Football League play-offs over the last two weekends.

Dale Cherry, a photographer with the Sunday Mirror who used Sport Port at the FA Cup, said:

“Wi-fi is definitely the way most photographers will get internet access pitch-side in the future. It’s quick and convenient.”

Scott Heavy from photo agency, Sportsbeat Images, also tried Sports Port for the first time at the FA Cup and commented:

“The more venues that install wi-fi, the better it is for me. I really like using it as it’s so much faster and generally cheaper than dialling up through the mobile phone.”

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Andrew Doe, CEO of Sports Port, said:

“Sports Port is enabling reporters and photographers to work much faster and more effectively pitch-side. Wi-fi provides very fast and secure wireless internet access at broadband speeds. That means that a typical sports photograph can be uploaded in a matter of seconds compared with the minutes of frustrating wait when using a standard mobile phone connection.

“Sports Port has installed wi-fi at more sporting venues in the UK than any other company. This on-the-ground experience of what technology the media need at the venue means we have an unrivalled understanding of the technical requirements of wi-fi installation in stadia, race-tracks and other types of venue.”

Sports Port is accessed using a wireless enabled computer and by entering a special access code. The cost of using Sport Port will vary by venue.

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For further information on Sports Port™ services, please contact Andrew Doe, CEO, on Tel: +44 (0)795 736 2132 or email andrew.doe@sportspport.com, www.sportspport.com

About Wi-Fi

Wi-Fi is the common name for the wireless networking international standard (802.11 protocols). It allows the wireless networking of computers and permits internet access without physical wiring or a telephone line connection. With an appropriately equipped PDA, handheld or laptop users can access online services and share connections whenever they are in range of a base station.

About Sports Port

Sports Port is the UK's dedicated sports wireless team providing a complete range of services for sports venues of all sizes. For further information, please visit www.sportspport.com.