Located in London, United Kingdom, the world-renowned Saatchi Gallery aims to provide an innovative forum for contemporary art. By deploying high-performance Xirrus Wireless Arrays, the Gallery has ensured that it can provide reliable wireless access, even when faced with unpredictable traffic load from many simultaneous users. Unlike the Gallery's legacy network, Xirrus' solution will enable Gallery visitors, corporate clients, and staff to access the Internet from any device, anywhere in the Gallery. It will also include support for the live streaming of events, content and media distribution to screens throughout the Gallery, and interactive art installations.

The Art of Wi-Fi at the Saatchi Gallery

As one of London’s leading galleries, as well as a venue for corporate events, the ability to give many simultaneous wireless users a flawless online experience – often at a moment’s notice – is essential. Before installing the Xirrus wireless network, the Saatchi Gallery depended on temporary wireless access points that were set up on demand to coincide with specific events. With ever-growing visitor numbers and events involving blue-chip companies taking place on a regular basis, it became clear that the Gallery needed to deploy a permanent wireless network that had the necessary reliability, speed and capacity, with as little equipment as possible.

The Xirrus Wireless Array is the only fully distributed dense radio Wi-Fi architecture available in the industry today. The Array integrates up to 16 radios in a single device,
all paired with high-gain directional antennas, allowing Saatchi Gallery to deploy fewer devices while enjoying more coverage, bandwidth and throughput than ever before. The Xirrus Wireless Array delivers unmatched performance for Saatchi Gallery and many other customers throughout the United States and worldwide.

Nigel Hurst, CEO of the Saatchi Gallery, said, "As a world-renowned arts venue, we have tremendous demands placed on our IT infrastructure. It's vital that any technology we use is as unobtrusive as possible and delivers a flawless user experience. Compared with the alternatives, Xirrus was the only provider able to deliver a solution that exceeded all our current technical requirements and would meet our anticipated needs for several years to come."

Sean Larner, VP of International Sales at Xirrus, added, "We have a wealth of experience in providing wireless networking services to over 3,000 organisations, serving the needs of their users for high-performance connectivity from their smartphone and tablet devices. We are pleased to be able to bring this expertise to serve the unique requirements of the Saatchi Gallery, and look forward to working with them to support the 1.25 million users who visit the Gallery every year, and the many corporate clients who rely on the Gallery for major brand launches and other events."

Hurst continued, saying: "The leading-edge technology that Xirrus has provided will ensure that the wireless requirements of the Gallery and all its visitors and clients are met with exceptionally high standards and an uncompromising focus on the user experience."

Steven Wastie, Chief Marketing Officer for Xirrus, said: "We're thrilled to be working with the Saatchi Gallery and to support its numerous educational and community outreach initiatives. The Gallery is at the cutting edge of contemporary art and we're excited about having the opportunity to work at the intersection of art and technology a time when we all increasingly depend on wireless technologies to communicate."

**The Xirrus Advantage**

With the explosion of smartphones and tablets, mobility has become ubiquitous. People expect to connect wirelessly. Organizations depend on high-bandwidth to send and receive voice, video and data, from any device to any one. And no one delivers better than Xirrus. Our array-based solutions are unique. They draw from cellular tower design principles to provide wired-like reliability, increased user density and capacity plus superior security. They perform under the most demanding conditions and have lower infrastructure requirements. When integrated with business and IT objectives, they help you do more than ever before.

At Xirrus, we apply the “best practices” of wired networking to wireless infrastructures by distributing the intelligence to the edge and outfitting the Array with dense multi-state radios in the same manner as a wired switch. That’s how Xirrus delivers the best performing, most scalable wireless solutions in the industry. It’s a strategic IT infrastructure advantage that fuels organizations. Because Xirrus does wireless networks right.

**“The leading-edge technology that Xirrus has provided will ensure that the wireless requirements of the Gallery and all its visitors and clients are met with exceptionally high standards and an uncompromising focus on the user experience.”**

NIGEL HURST,
CEO
Saatchi Gallery