

Walkie Talkie App for Team Communication

2019 Coachella Valley Music and Arts Festival

The 20th annual Coachella Festival kicked off weekend one of two on April 12th. This Goldenvoice-produced festival is said to rival Disneyland as “the happiest place on Earth.”

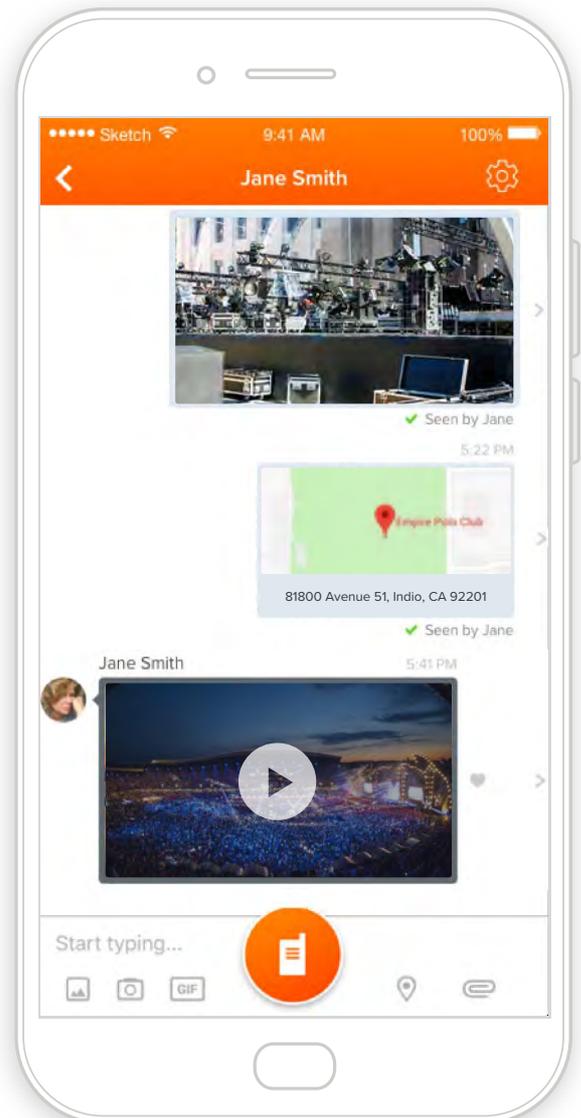
For three days in a row, concert goers of all ages frolic between multiple stages to listen to music they love, discover new sounds, immerse themselves in art installations and devour great food.

As 125,000 music fans ascended on The Empire Polo Club in the Coachella Valley, near Palm Springs or about two and a half hours from Los Angeles, all cares were set aside. That is other than the Department of Alcohol Beverage Control (Riverside Police Department).

This 55 man team was in charge of both safety and security for the event. They turned to Voxer for help.

Both the 78-acre Empire Polo Club plus the land used for parking and camping creates a festival footprint of approximately 642 acres. That’s a lot of land to cover!

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

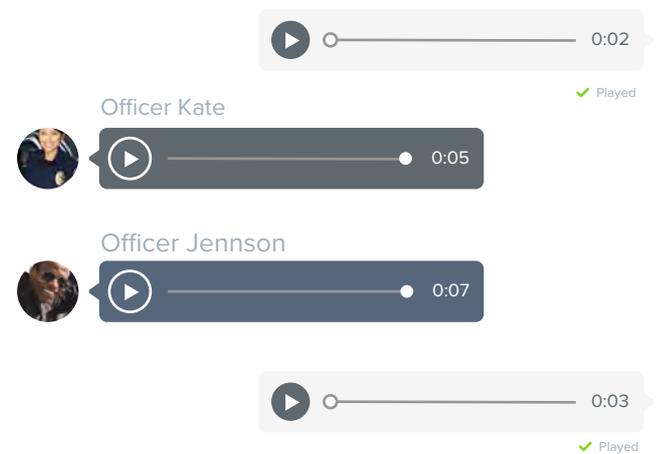


The team used Voxer for both: Safety and Security

- Even with limited cell service and spotty wifi, with Voxer they kept their team connected over the sprawling venue
- Relaying information at the drop of a dime is important for the safety of all music goers
- Using our Private Network they have the ability to control privacy settings for the whole network
- Unlike traditional walkie talkies, Voxer allowed them to save and replay messages
- Voxer works just like a like two-way radio, so you don't have to worry about coverage area
- With the Maps feature, they were able to locate team members and see where they were throughout the venue

Before Voxer, the event security team had communicated via traditional push-to-talk devices but decided it was time to look for an alternative. They needed additional functionality, such as text.

Although some security guards are connected to Voxer via Bluetooth others are happy of Voxer's texting capabilities. When the music gets loud and they don't have their earpiece handy, having the option to send a quick text message makes communication a breeze.



“The app was extremely helpful during the events and smoothed out any issues we’ve had in the past with communications”

The Riverside Police Department - *on Security and Safety during Coachella*

Voxer Business is a professional-grade push-to-talk service for companies. Communicate instantly with live and recorded voice, text and photos on today's smart devices.

Check our website for more information at voxer.com or contact our Sales team at sales@voxer.com.