



# Keeping Payments Running Smoothly at the Swiss Electro Music Festival

## Overview

The Street Parade in Zürich, Switzerland, is one of the largest and most iconic techno music events in the world. It required a highly reliable network to power its large-scale cashless payment system. To meet this need, DINACO, a full-service event management company specializing in digital solutions for events and festivals, deployed Zyxel Networks' 5G routers, ensuring seamless transactions throughout the music event.

Thanks to meticulous planning, the event ran smoothly. The hot weather helped drive beverage sales, with over 200 transactions processed per minute and more than 150,000 payments recorded during the Street Parade.

## Challenges

Establishing a reliable network connection at a large-scale event like the Street Parade, which draws around one million attendees, was a major challenge. Traditional wired networks were not feasible due to the limited setup time, with only two hours available on the day of the event. Building a full WiFi infrastructure was also too complex and time-consuming for the occasion.

Furthermore, the large number of attendees simultaneously uploading photos and videos to social media made it critical to ensure the stable operation of the payment system. Therefore, a solution was needed to provide a stable network connection under conditions of high user density and limited setup time.

## Solutions

To meet the demands of a high-density event like the Street Parade, DINACO turned to Zyxel Networks' NR5101 5G indoor routers as the backbone of its cashless payment system. In total, 110 routers were deployed across the venue, forming a robust network that enabled fast, stable payment processing.

### Customer

Street Parade

### Industry

Events and Entertainment

### Location

Zurich, Switzerland

### Partner

DINACO – digital native company AG

### Customer Background

Street Parade is a large-scale techno music parade held in Zürich, Switzerland, attracting approximately one million attendees. An efficient and reliable cashless payment system is crucial for the smooth operation of the event.



Equipped with 5G connectivity and built-in WiFi 6, the NR5101 offered stable, high-performance wireless access to all point-of-sale components, eliminating the need for complex cabling. Each unit can connect up to 64 WiFi devices simultaneously and supports both bridge and router modes, offering flexible deployment tailored to on-site needs. This wireless flexibility was crucial for supporting a large-scale street event where setup time was limited and network loads were heavy.

The routers provided the speed, reliability, and rapid deployment needed to support seamless transactions, despite tight time constraints and intense network congestion. With beverage sales surging in the hot weather, Zyxel Networks' 5G solution played a key role in helping DINACO deliver uninterrupted, high-volume transactions at one of the world's largest music festivals.

## Product List



- NR5101 5G Indoor Router

## Results

Despite the hot weather boosting beverage sales, the payment system operated reliably, processing over 150,000 payments throughout the event at an average rate of over 200 transactions per minute. Zyxel Networks' 5G routers played a vital role in ensuring the smooth operation of the payment process, contributing to the overall success of the Street Parade.

- 110 NR5101 5G routers enabled rapid, wireless setup within two hours
- Reliable and stable payment system ensured smooth cashless transactions despite extreme network congestion and high user density
- An impressive total of 151,843 payments were processed during the event, averaging 203 transactions per minute, even under peak demand
- Ensuring the smooth operation of the payment process, contributing to the overall success of the event

