Connecting Experiences at Star Wars: Galaxy’s Edge® at Walt Disney World® Resort

When bringing entire worlds into existence is your job, you get good at the details. And nobody does it better than Disney Parks. When Disney Imagineers set out to bring a galaxy far, far away to Walt Disney World® Resort, they envisioned one of the most immersive and connected lands they had ever built. That’s why Disney collaborated with HPE Aruba Networking, to build a seamless, high-performance network for its guests. Welcome to Star Wars: Galaxy’s Edge® at Walt Disney World® Resort.

Challenge
A new kind of theme park experience
Covering more than 40 square miles and welcoming millions of visitors per year, Walt Disney World® Resort has cracked the code for entertaining on a grand scale. At 14 acres, Star Wars: Galaxy’s Edge® is one of the largest single-themed park expansions in the history of Disney Parks—and the most immersive and most connected, as the company brings a new kind of theme park experience to its guests.

Solution
A network that goes where you do
When you’re immersed in the details of the planet Batuu on the edge of wild space—or anywhere else at Walt Disney World® Resort—the last thing you want to think about is logging in to access a guest network. HPE works with Disney to deliver seamless connectivity that goes with guests wherever they want to roam. For immersive experiences like Batuu Bounty Hunter, guests are able to use their Star Wars Datapad to reveal their hidden bounties in Augmented Reality hiding from the Bounty Hunters Guild. These AR experiences are available to guests within Star Wars: Galaxy’s Edge® and brings the physical and digital worlds together. Guests can also enable their mobile devices in Star Wars: Galaxy Edge® to keep track of their bounties as well as work toward joining the guild. Beyond Disney’s Hollywood Studios®, HPE’s technology helps Disney provide secure and consistent coverage as a part of every guest’s experience—whether it’s hopping from EPCOT® to Magic Kingdom Park®, or even going to Disney’s Typhoon Lagoon Water Park or one of the many restaurants at Disney Springs®.

“HPE helped bring the planet of Batuu to life with their cutting-edge network.”
— Gail Evans, Executive Vice President, and Chief Digital & Technology Officer for Disney Experiences

Results
High-performance Wi-Fi in a galaxy far, far away
HPE Aruba Networking Infrastructure provides a solution that integrates easily with ecosystem partners and delivers a network management and configuration tool for all parks and resort areas. With HPE Aruba Networking User Experience Insight (UXI) incident detection, machine learning helps the team identify problems and resolve issues faster, which has led to an improved user experience. For the end user, it means a deeper level of engagement without the need to interact with the underlying technology. With high-performance Wi-Fi, guests enjoy a seamless, secure, and connected experience, even when translating Aurebesh or intercepting First Order transmissions on Batuu with the Play Disney Parks app. “It’s exciting to watch our guests be immersed in the stories and experiences of Star Wars: Galaxy’s Edge,” says Gail Evans, Executive Vice President, and Chief Digital & Technology Officer for Disney Experiences. “HPE helped bring the planet of Batuu to life with their cutting-edge network. A secure, seamless, and connected experience powers the magic, elevating the guest experience and our legendary stories to the next level.”

Solutions

By the numbers

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