

# Johan Cruijff ArenA scores with intelligent service based on CommScope imVision®

One easy-to-use, flexible automated infrastructure management solution for all wireless services and events

## Customer

Johan Cruijff ArenA, the largest multifunctional stadium in the Netherlands

## Country

Netherlands

## Challenges

- Building infrastructure to deliver new services to visitors as a 'Smart Stadium'
- Deliver wireless services throughout the stadium
- Real-time management of entire infrastructure for quick adjustment
- One IP transport layer for all systems

## Solutions

- CommScope SYSTIMAX® – GigaSPEED® X10D cabling.
- CommScope SYSTIMAX® – imVision® automated infrastructure management solution
- CommScope SYSTIMAX® – TeraSPEED® fiber infrastructure



## Smart stadium

Every year, around two million visitors visit the Johan Cruijff ArenA for a football match, concert or business meeting. The stadium, opened in 1996, has a strong international reputation and exemplary function and is also very important for the city of Amsterdam. The stadium is continuously developing and offering new services and products to its visitors, to keep up with all new trends and developments.

"It is important to keep monitoring our competitive position," says Peter Luijten, Network, Telecom and Infrastructure

Manager of the Johan Cruijff ArenA.

"People nowadays travel to Frankfurt or Düsseldorf for concerts just as easily. Moreover, we find that visitors appreciate personal service even at a large venue like the ArenA." ArenA therefore wants to provide more services to its visitors under the name 'Smart stadium'. Luijten: "Think of a personal, digital assistant that guides you from the moment you leave your home to the stadium. All parts of the stadium visit are communicated in a personalised way via the visitor's mobile phone."



Visitors to the ArenA can receive information about trains to the stadium, the best place to park and what the line-up is for the match. In the future, once the visitor is in the stadium, the assistant can answer questions such as “Where is the nearest kiosk”, “Where is the emergency exit” and “What merchandise is available”? Of course, stewards in the stadium help visitors on their way, but a digital assistant can often provide more detailed information.

## One platform

To deliver these wireless services, the entire stadium is fully equipped with SYSTIMAX® GigaSPEED® X10D cabling. In addition, the entire stadium is equipped with IP infrastructure. Together, this forms the stadium’s basic platform. The ArenA wanted one transport layer for all systems. 750 screens for narrowcasting, air conditioning, heating, lighting and roof controls are therefore all connected to the IP network.

Peter Luijten: “People take it very much for granted that internet is available in the stadium. Of course, we want to offer an optimal user experience. If you want to run everything over one network, it is very important to be able to rely on the data cabling. After all, you are completely dependent on this infrastructure. This is why we chose the SYSTIMAX® imVision® solution. Because CommScope remains at the forefront of developing new technologies and provides a guarantee for the system and applications, they are our partner for data infrastructures.”

In addition to the stands, the ArenA has also been able to provide additional services in the skyboxes. Furthermore, digital television is offered.

## Comprehensive investment

The choice of GigaSPEED X10D from SYSTIMAX® Solutions was mainly based on quality, trust and support. Luijten: “With such sizeable investments, it is important to know who you are doing business with. We chose SYSTIMAX® solutions 15 years ago. We still choose CommScope because the company remains at the forefront of developing new and sound technologies and user software and is able to provide guarantees.”

The investment in a future-proof infrastructure that can be managed in real-time is significant for the ArenA. However, there are plenty of opportunities to earn back this infrastructure, says Luijten: “Through the network, we can offer many new services, sell more products and make the stadium visit a unique experience. Ultimately, we hope attract more visitors to the stadium.”

GigaSPEED 10XD cabling guarantees speeds of up to 10 Gbps and is suitable for standards such as ISO Class Cat 6A and Cat 6a EA. This assures the ArenA of a future-proof infrastructure.





Luijten: "Replacing or expanding cabling is a very costly and time-consuming process. With GigaSPEED X10D, the possibilities for growth are ample." Luijten also made a very conscious choice of 'unshielded'- LSZH Cca cabling. The certainty that no crosstalk and earthing problems arise here was the deciding factor.

## From football temple to concert venue

To manage the cabling infrastructure, the Johan Cruijff ArenaA deploys SYSTIMAX® imVision®. This system handles the automated addition and modification of network connections. "imVision® gives us the flexibility we need as an event venue," says Luijten. "Our network needs to be regularly adapted to the specific requirements of the event. The stadium needs to be easily transformed from a football temple to a concert venue. Concert

organisers often involve a hundred workstations in the stadium for such an event. Thereby, it also makes a lot of difference for the connections whether a concert has a stage in the middle or on the north side of the stadium."

The Arena previously worked with a database in which all connections were recorded. If a component broke down or was loose, the IT administrator did not get a notification. If a connection was changed, the database had to be adjusted manually. imVision® ensures that this happens automatically – and in a flawless manner. Luijten: "At an event, everything has to go right. Because the system provides continuous monitoring, connections are well secured. Moreover, the specific network setup can be reused for similar events that have the same requirements. This saves us time and money."

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