

Stadia

March 2014

incorporating **TURF**

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Allianz Riviera Nice: "French stadia have often been either ugly commercial centres that focus just on business, or they're beautifully designed but don't have the facilities to remain financially viable" **Damien Rajot, operational director, Vinci Stadium**

Smart solution: NEC's ICT infrastructure at Itaipava Arena Pernambuco will ensure a safe and secure experience for World Cup fans



(Clockwise from top left) Itaipava Arena Pernambuco; intelligent access control; large-screen display; central control room



115
years of experience
(established 1899)

32.68
billion US dollars in
annual sales (2013)

Company is ranked
295
in *Fortune* magazine's
'Global 500' (2013)

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross-utilise the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC has 115 years of experience and expertise in technological innovation that can be harnessed to empower people, businesses and society.

NEC recently supplied a complete ICT solution to the brand-new Itaipava Arena Pernambuco, which is situated in the Brazilian city of São Lourenço da Mata, in Recife, and is one of the 12 stadia hosting the 2014 FIFA World

Cup this summer. With construction now complete, the 46,000-capacity stadium boasts state-of-the-art facilities and advanced infrastructure. It is currently one of the most modern sports venues in the world.

"It was designed to be a multipurpose arena – not only for football, but also for other sports and cultural events," says Jose Ayres de Campos, engineering director at Odebrecht Properties, which owns the stadium. "We hope to attract new business to the city and the region."

The stadium needed an intelligent technological solution that would create a modern and safe environment for visitors. "We also needed to manage more than 100 vendors at the same time while satisfying expectations of time, cost and quality," adds de Campos.

Comprehensive control

NEC's venue management solution for Itaipava Arena Pernambuco comprises numerous components, including access control, a sound system, IP and wireless networks, fire detection, alarms and a security system. For the infrastructure to be a success, all parts of the solution – automation, security and communication – had to work together seamlessly.

"Our totally integrated infrastructure makes sure that visitors are comfortable while simultaneously keeping the stadium safe," says Marco Aurélio Cruz Francisco, corporate director of NEC. "The solution also contributes to reducing the stadium's operational costs."

"We had difficulties in our day-to-day operations but we were able to overcome

these with the support of NEC," adds de Campos. "We now have a top-notch security system that enables us to monitor all movement inside and outside of the stadium with 360° cameras. We're also able to get everyone out of the stadium safely in just eight minutes. All of this can be done by a small team in our central control room."

As well as Itaipava Arena Pernambuco, NEC has provided comprehensive technological solutions to stadia in Natal, Salvador, Curitiba and Porto Alegre. In every case, the safety and security at the stadium has extended further into the cities themselves. "Through its intelligent ICT solutions, NEC is contributing to the creation of smart cities in Brazil," Cruz Francisco concludes. ■

102
thousand employees
worldwide (2013)

265
group companies
worldwide (2013)

NEC is one of
Thompson Reuters'
100
most innovative
companies



photo: Inês Campos | Instagram: Inês Campos



“The technology deployed in the stadium is the out-and-out state of the art technology available. With NEC’s technological solutions, the Arena is ready to be the center stage for the biggest sporting and cultural events with total security and comfort.”

José Ayres Campos | Engineering Director, Odebrecht Properties

Beating Expectations and Satisfying Audiences

NEC has created and implemented an innovative and multi-platform project for Arena Pernambuco in Brazil, one of the most prestigious venues at the World Cup. By integrating various technology solutions, such as access control, sound system, IP and wireless network, fire detection and alarm and security system along with many other solutions, NEC has built a smart ICT infrastructure which significantly exceeded customer expectations and transformed the way audiences enjoy entertainment. NEC, a global leader in IT and Network, for over 110 years.

Learn how NEC can partner with you at nec.com/stadium

Empowered by Innovation

