



MOTOROLA SOLUTIONS SUPPLIES RELIABLE RADIO COMMUNICATION SYSTEMS FOR VfB STUTT GART ARENA BETRIEBS GMBH



CUSTOMER PROFILE

VfB Stuttgart Arena Betriebs GmbH

VfB Stuttgart Arena Betriebs GmbH is responsible for the operation of the Mercedes-Benz Arena in the Stuttgart district of Bad Cannstadt. The refurbished stadium was reopened in 2011 with a capacity of 60,449 spectators for football matches including over 66 boxes, large corporate areas and several commentary booths, TV studios and media rooms. In addition, the administrative offices of the VfB Stuttgart football club are also located in the arena. The VfB Stuttgart Arena Betriebs GmbH not only has responsibility for managing the facility and all its IT and communication services but also for the administration, organisation and marketing of the Mercedes-Benz Arena for events, such as concerts and business conventions, staged by third parties. Management of VfB Stuttgart's home fixtures and international sporting events also fall within the remit of VfB Stuttgart Arena Betriebs GmbH.

CHALLENGE

Ensure communication is efficient and reliable during events

VfB Stuttgart Arena Betriebs GmbH requires a high quality, operational radio network solution to ensure that events run smoothly, safely and securely.

CUSTOMER PROFILE

Organisation

- VfB Stuttgart Arena Betriebs GmbH

Industry

- Facility and event management

Partner

- Bareither+Raisch Funktechnik, reseller of Motorola Solutions' distributor AIRadio Deutschland GmbH
www.bara-funk.de
www.airadio.com

Motorola Solutions Products

- MOTOTRBO™ digital radio system and terminals:
- 30 SL4000 portable two-way radios
- Repeater system including the Capacity Plus trunked radio solution

Applications

- TRBOnet Enterprise dispatcher solution

Benefits

- Seamless radio coverage in all areas of the building provides a reliable communication network for employees in the Mercedes-Benz Arena.
- Rapid response capability and clear communication even in loud environments
- Flexible options for expansion through additional devices and voice channels
- Extremely thin, intuitively operated radios can be worn discretely on staff clothing



The radio system must enable staff to communicate efficiently, clearly and reliably during events so that they can exchange information about the progress of events in real time and respond immediately to new and changing requirements. The radio system must comply with all current and future specifications for secure communication and offer dependable, 100 percent radio coverage in all areas of the building used during major events, such as football matches.

The existing radio system operated by VfB Stuttgart Arena Betriebs GmbH was outdated and no longer able to meet the current requirements of the company. The analogue radios had no repeaters, so communication could be disrupted by other users. The terminals were also very bulky and impractical – a significant disadvantage in daily use.

MOTOTRBO technology from Motorola was recommended to us by our longstanding distribution partner Bareither+Raisch Funktechnik. After comparing the system with the alternatives available and conducting extensive real-world tests, we were thoroughly convinced of the advantages and unique functionality provided by Motorola's digital radio solutions. The radios and systems meet all our requirements in terms of reliability, handling, voice quality and options for expanding the network. Our employees are also extremely satisfied with their new radios. In addition, Motorola's service package guarantees that everything functions smoothly even at peak times during our major events.

Marcus Bretschneider
Head of Sales, Administration & Organisation,
VfB Stuttgart Arena Betriebs GmbH

SOLUTION

Pioneering digital radio technology for successful event management

VfB Stuttgart Arena Betriebs GmbH decided to select the modern MOTOTRBO digital radio technology from Motorola Solutions. Motorola's MOTOTRBO solutions comply with the specifications of the advanced Digital Mobile Radio (DMR) standard and were implemented by Motorola's local distribution partner Bareither+Raisch Funktechnik. After an extensive consultation process with Bareither+Raisch Funktechnik, VfB Stuttgart Arena Betriebs GmbH was able to select the most appropriate devices and systems to meet its individual requirements. The arena operator conducted detailed tests during a number of football matches and was thus able to gain first-hand experience of the technology's impressive functionality.

Thereupon, Motorola supplied VfB Stuttgart Arena Betriebs GmbH with digital MOTOTRBO SL4000 portable two-way radios and the corresponding radio infrastructure. During the implementation phase, Motorola's partner Bareither+Raisch Funktechnik conducted extensive on-site tests to determine the optimum locations for the installation of the radio system components. These now provide seamless communication between employees in the Mercedes-Benz Arena at all times. The entire MOTOTRBO system was planned and installed as a Capacity Plus system. The Capacity Plus trunked radio solution allows a number of radio device users to access shared voice and data communication services in one system without adding new radio frequencies. During the first phase, a total of 30 Motorola SL4000 portable two-way radios, a repeater system with Capacity Plus and feed into the building's existing radio system as well as a TRBOnet Enterprise dispatcher console were put into operation. The system is flexible and can be expanded to include additional devices and voice channels.

CASE STUDY

RADIO COMMUNICATION VfB STUTTGART ARENA BETRIEBS GMBH



BENEFITS

Intuitively operated radios and secure communication in hazardous situations

Motorola's MOTOTRBO digital radio technology allows the employees of VfB Stuttgart Arena Betriebs GmbH to communicate securely and reliably with each other and their operations centre. Motorola's SL Series devices are remarkably thin and light. The design and features were developed especially for the needs of customers in the service and security industries. They enable users to operate professionally and very discretely. The Motorola SL4000 also has a rugged, high-resolution display with an integrated sensor that measures the light intensity of the environment and automatically adjusts the backlighting setting for the display to ensure optimum readability in all lighting situations. The Intelligent Audio feature automatically matches the volume of the radio to the background noise level of the environment so that users are able to

communicate clearly even in loud sections of the arena.

Our MOTOTRBO digital radio solutions are perfectly suited to the operational requirements of VfB Stuttgart Arena Betriebs GmbH. We are delighted to support the employees of the famous Mercedes-Benz Arena with our radios and system technology – thereby making a significant contribution to the successful management of their events.

Jörg Baumbach
Director of Sales Radio Channel Business Central & Southern Europe,
Motorola Solutions

The new digital radio technology from Motorola also offers further advantages over the previous analogue radio solutions. For example, the already high performance of the MOTOTRBO system can be boosted still further through the Capacity Plus feature and TRBOnet Enterprise. The infrastructure is also flexible and can be extended so users can be confident that they are fully equipped to meet all the challenges the future holds.



You can find further information on products from Motorola Solutions at:

www.motorolasolutions.com/mototrbo

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