

AMSTERDAM INNOVATION ARENA

JOHAN CRUIJFF ARENA
MAATSCHAPPELIJK
VASTGOED?

4 December 2018

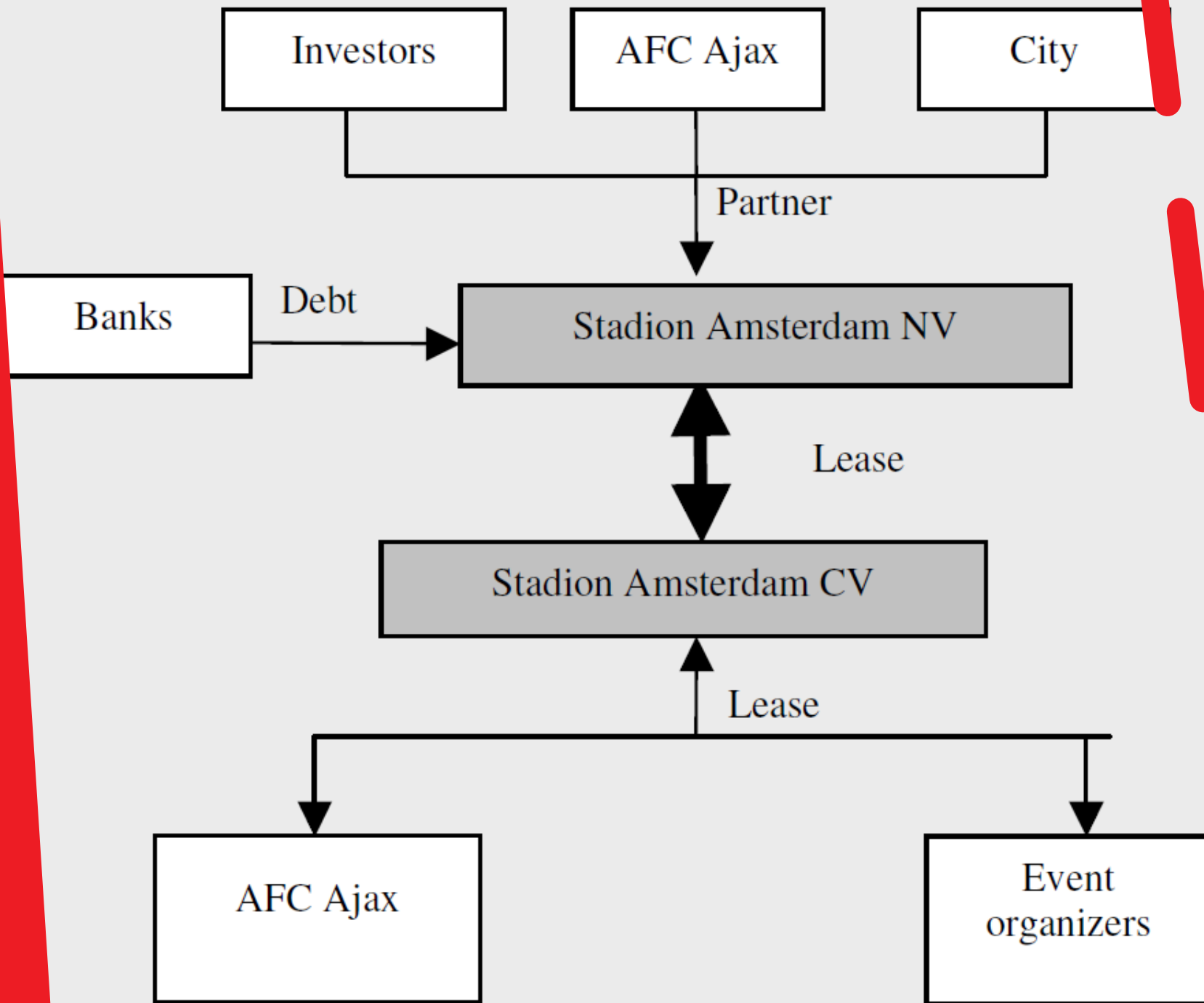


GROEI



LEGAL

Municipality	48%
AFC Ajax	13%
Certificates of shares	39%
	100%







1,2 million visitors pa



500.000 visitors pa



950.000 visitors pa



2 million visitors pa

Arena Park Events
250.000 pa



1,2 million visitors pa



1,8 million visitors pa



500.000 visitors pa



3 million employees pa



1,4 million visitors pa



7 million passengers pa to the area

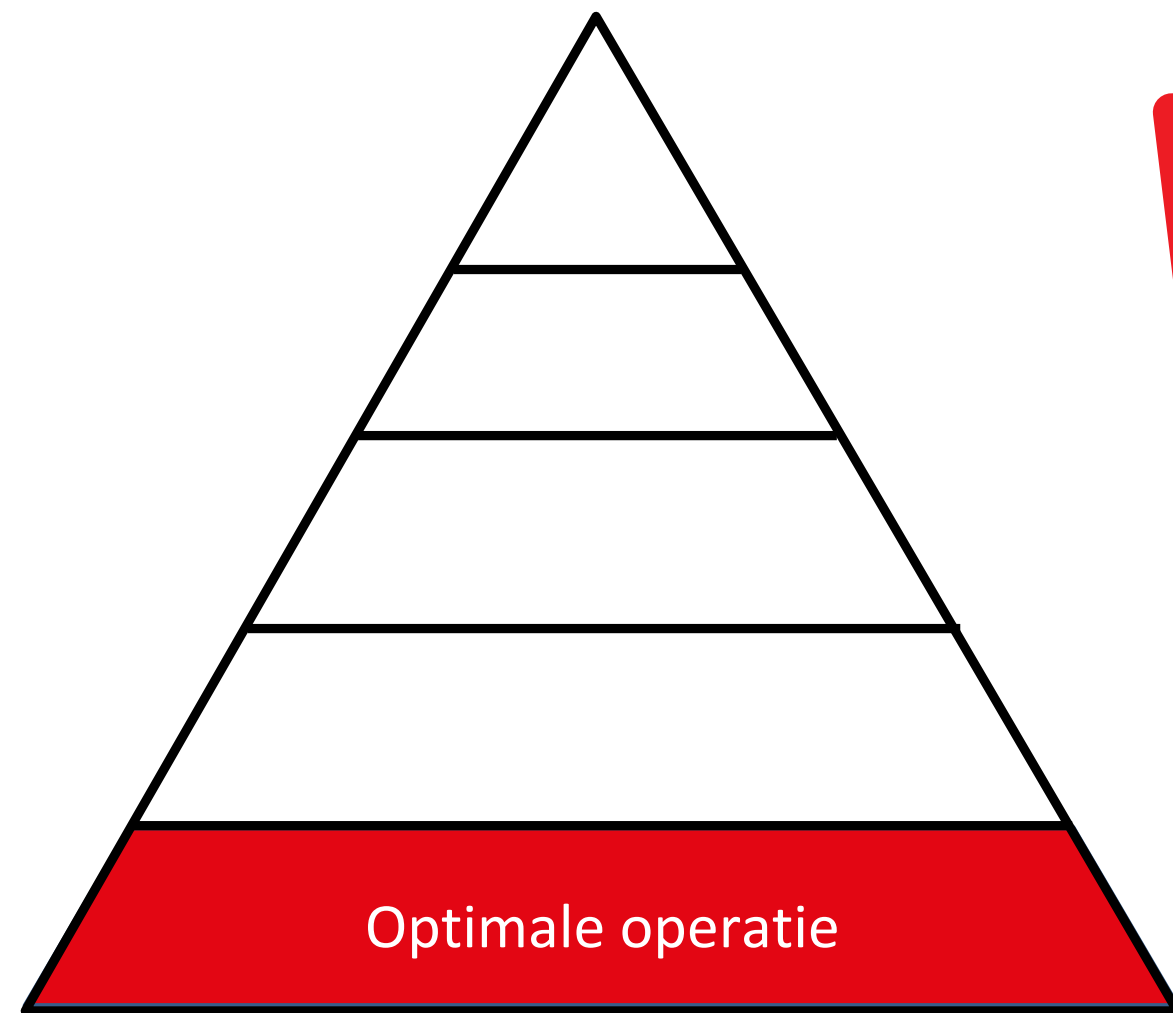
URBAN DEVELOPMENT



800 apartments
Restaurants & bars
Theatre
Rooftop stroll

GROEI

OPTIMALE OPERATIE





FEBO FEBO Aardman I am Coca-Cola GILBEAU BONAMRO kpn Heineken

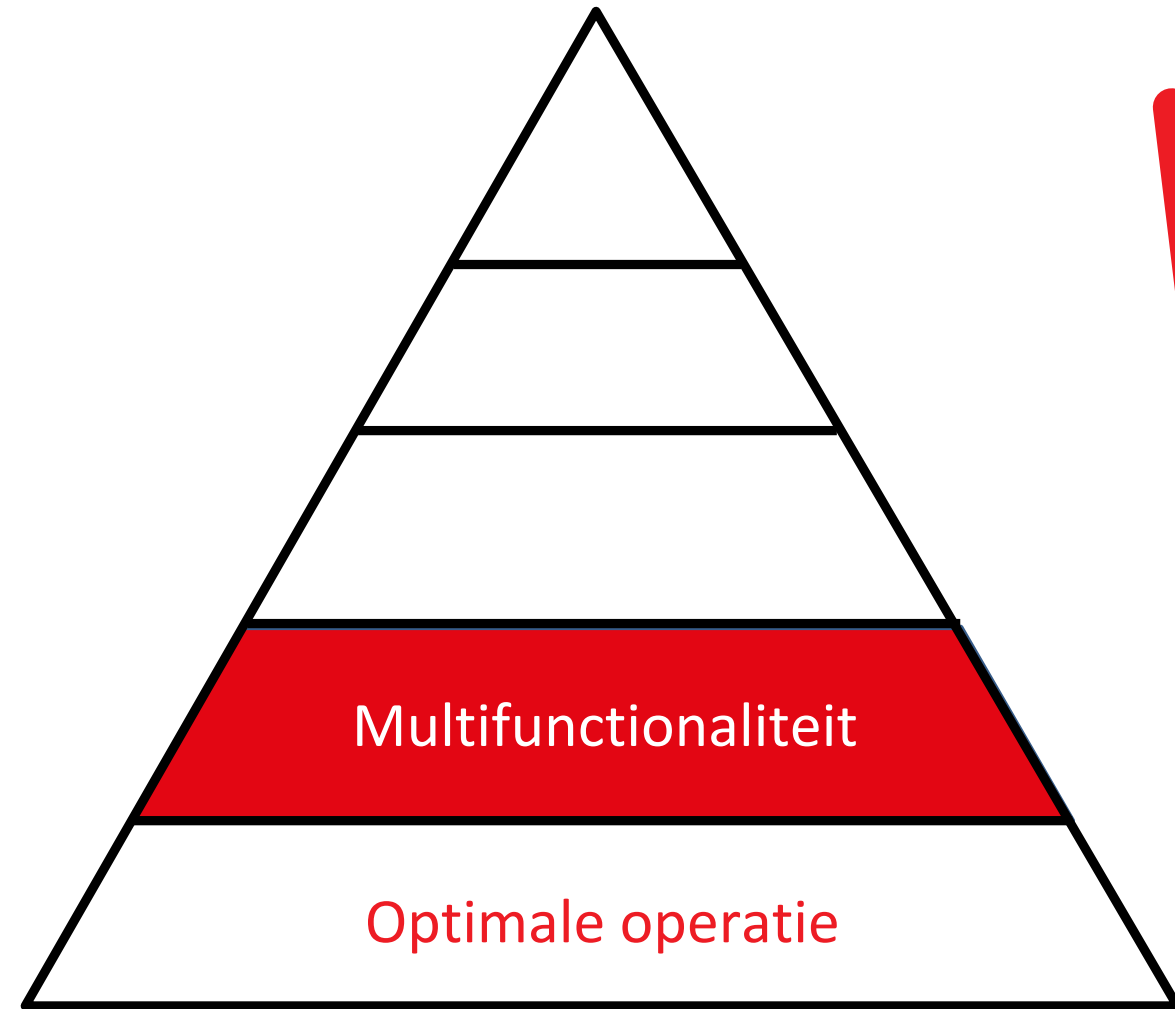
WERELDBEKER AMSTERDAMSCHE FOOTBALL CLUB AJAX SINDE 19 MAART 1900 LANDSKAMPIOEN

AJAX

GROEI

MULTIFUNCTIONALITEIT

OPTIMALE OPERATIE





3Q YTD Worldwide



Ticket Sales Top 100

OUTDOOR STADIUMS FESTIVAL SITES

1	508,734	Stade de France	Paris, FRANCE
2	493,245	Foro Sol	Mexico City, MEXICO
3	392,260	Amsterdam Arena	Amsterdam, NETHERLANDS
4	231,989	Fenway Park	Boston, MA
5	225,984	Parc Jean Drapeau	Montreal, CANADA
6	224,651	Gillette Stadium	Foxboro, MA
7	210,042	Golden Gate Park	San Francisco, CA
8	204,458	London Stadium	London, UNITED KINGDOM
9	203,800	Wrigley Field	Chicago, IL
10	203,524	Allianz Parque	Sao Paulo, BRAZIL

51	88,246	Forest Hills Stadium	Queens, NY
52	86,232	Aviva Stadium	Dublin, IRELAND
53	83,833	Alamodome	San Antonio, TX
54	79,725	Busch Stadium	St. Louis, MO
55	79,258	Slane Castle	Dublin, IRELAND
56	78,438	Autodromo Enzo e Dino Ferrari	Imola, ITALY
57	77,570	Eichenring	Scheessel, GERMANY
58	76,556	Target Field	Minneapolis, MN
59	73,351	New Era Field	Orchard Park, NY
60	73,114	Cricket Grounds	Melbourne, AUSTRALIA



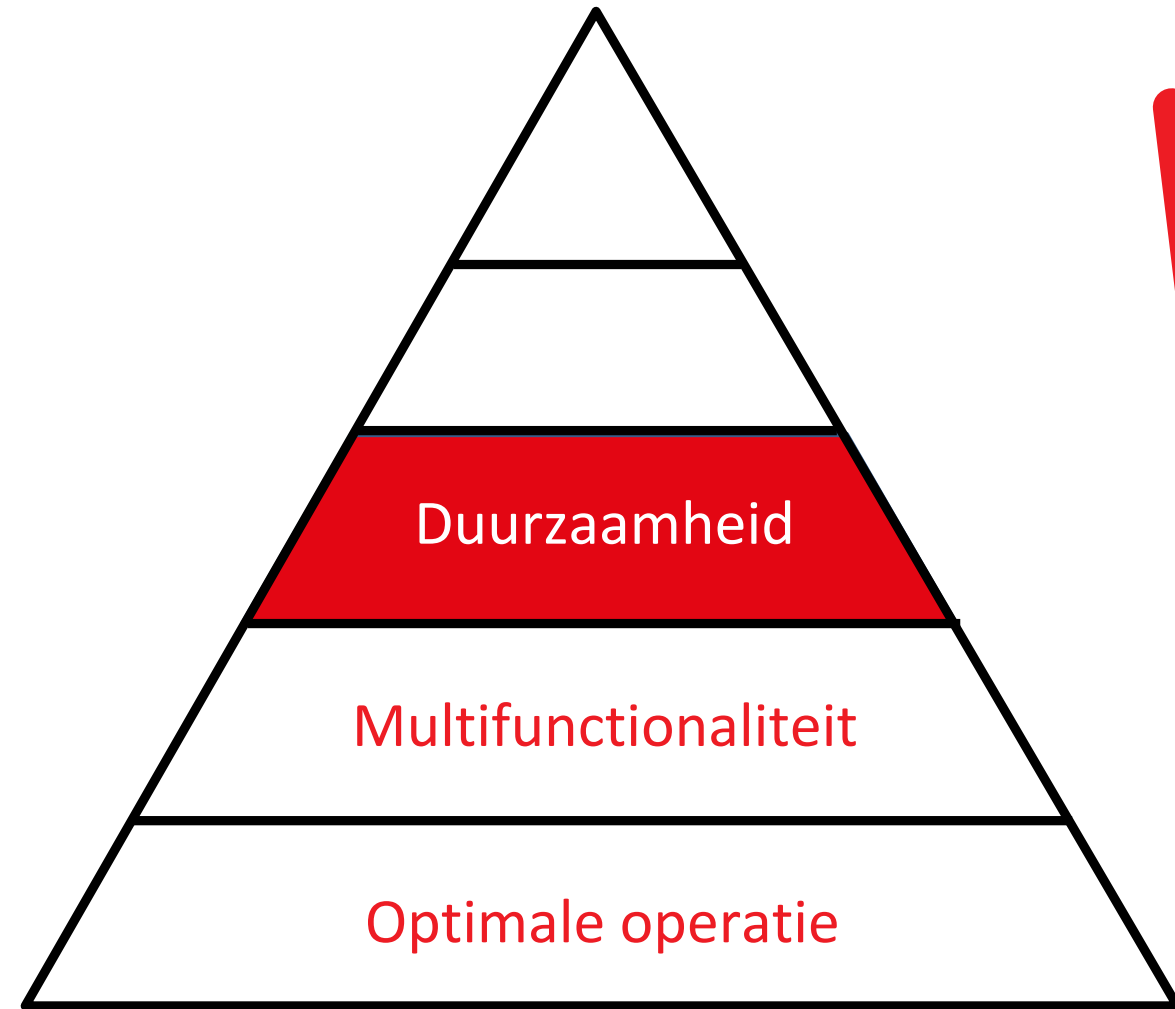
<https://www.youtube.com/watch?v=bF69qkbDL8E>

GROEI

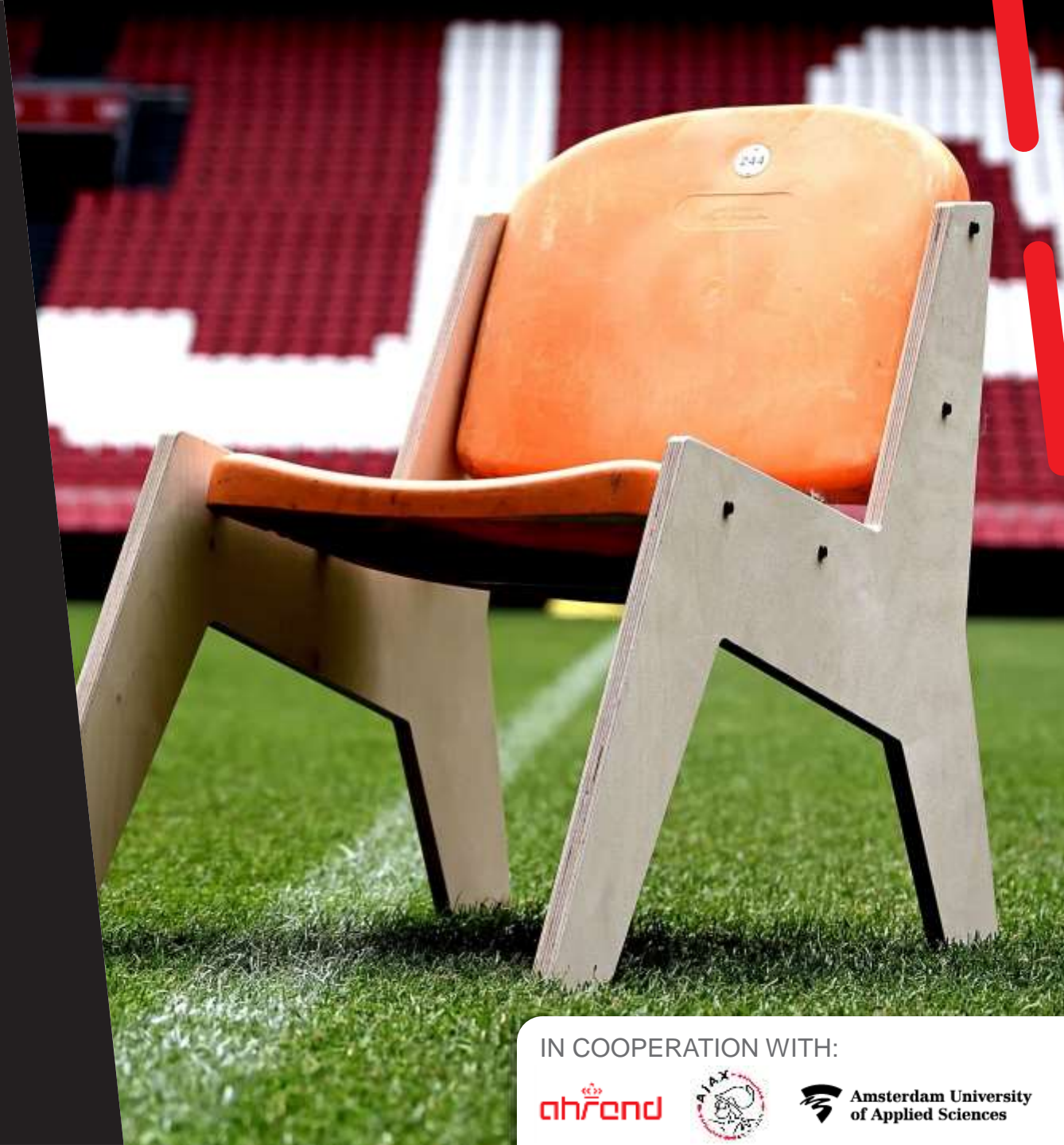
DUURZAAMHEID

MULTIFUNCTIONALITEIT

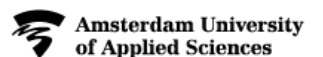
OPTIMALE OPERATIE



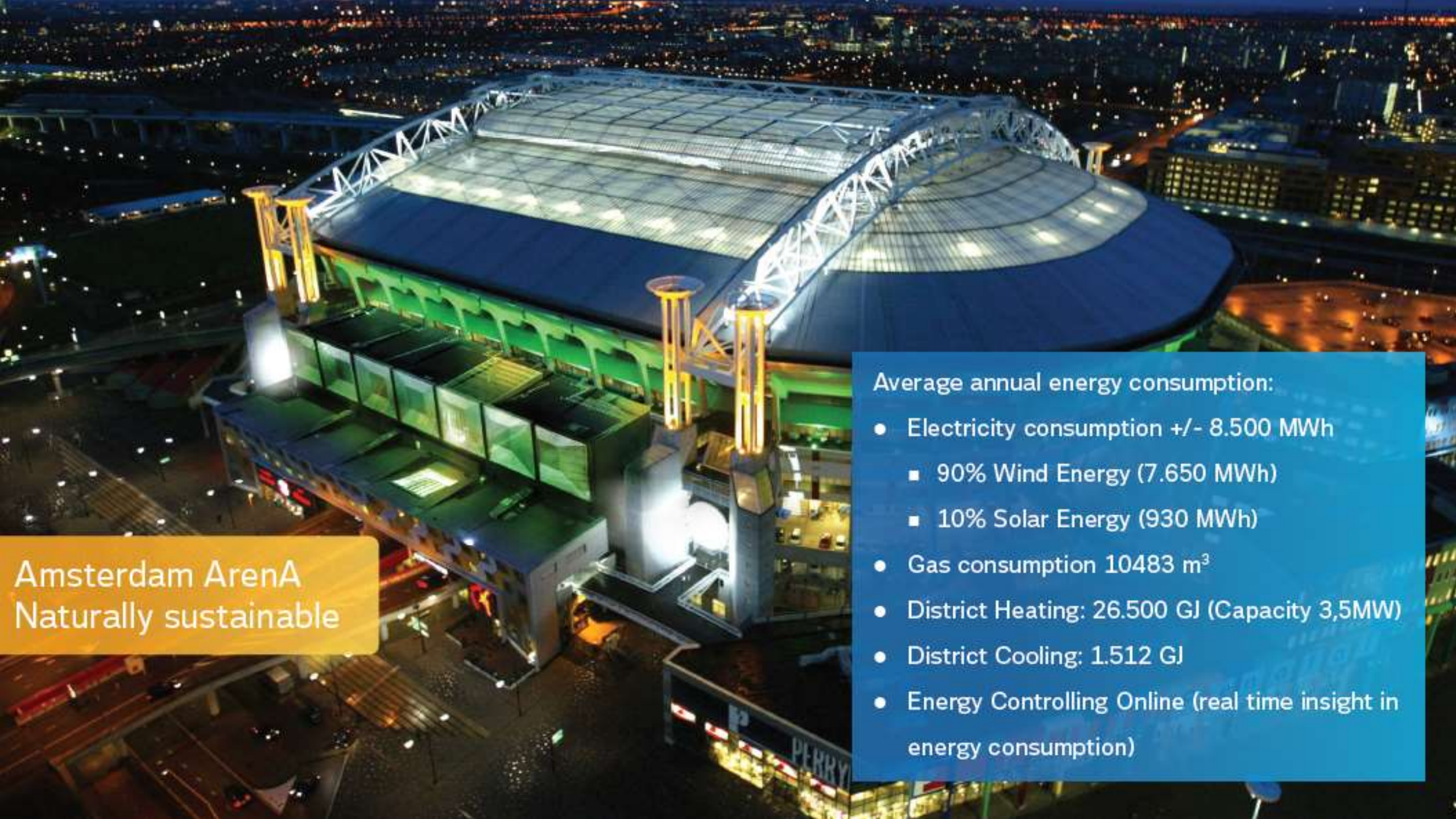
STADIUM SEATS SECOND LIFE



IN COOPERATION WITH:







Amsterdam ArenA
Naturally sustainable

Average annual energy consumption:

- Electricity consumption +/- 8.500 MWh
 - 90% Wind Energy (7.650 MWh)
 - 10% Solar Energy (930 MWh)
- Gas consumption 10483 m³
- District Heating: 26.500 GJ (Capacity 3,5MW)
- District Cooling: 1.512 GJ
- Energy Controlling Online (real time insight in energy consumption)

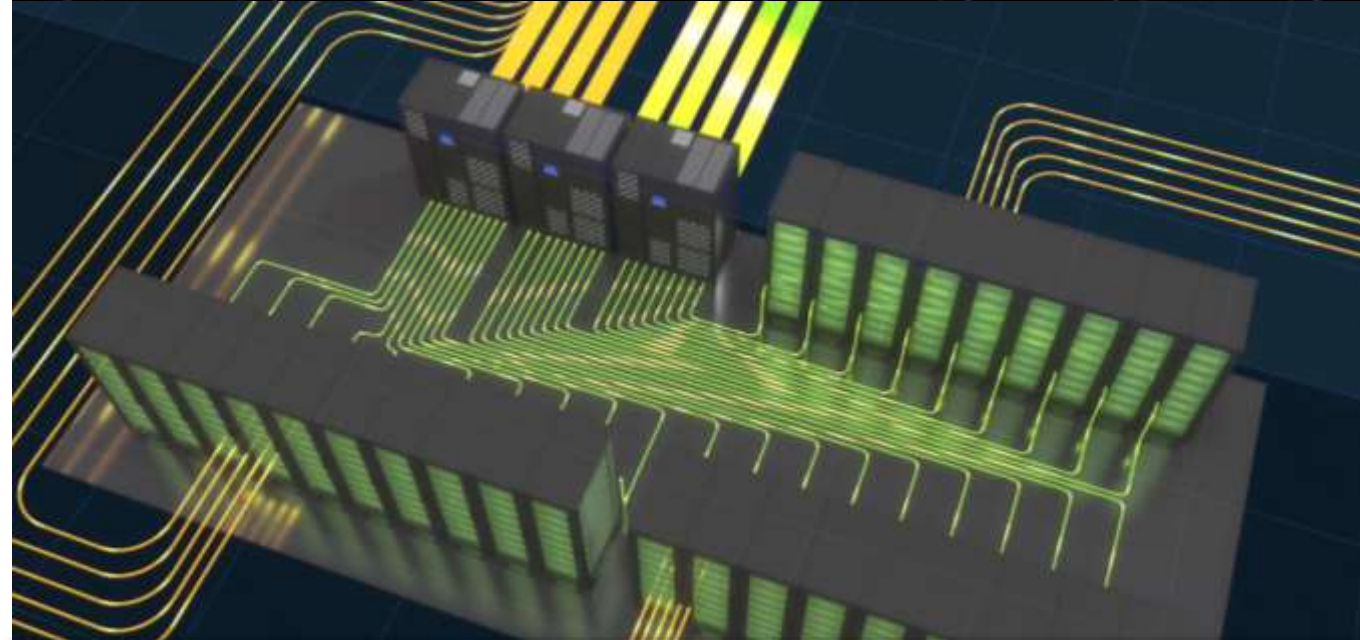
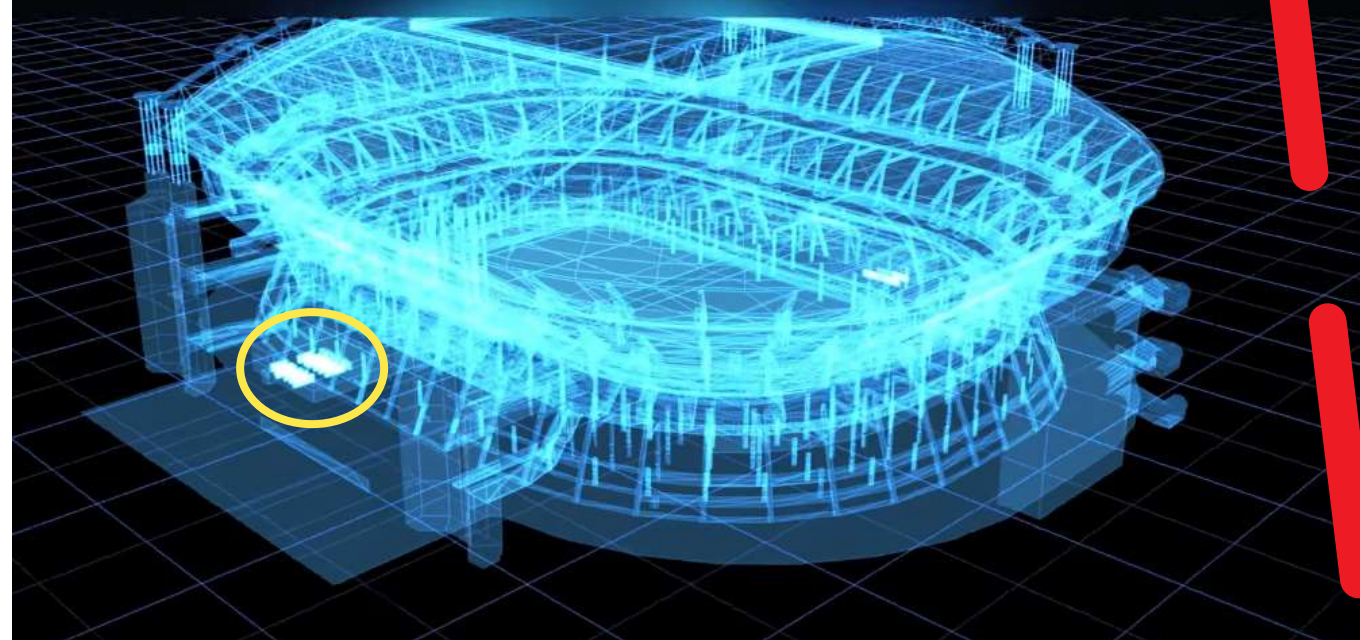
ENERGY STORAGE

REVENUE DRIVERS / SERVICES

- Backup
- Peak Shaving
- Grid Stabilisation Services

DETAILS

- 3MW / 2,8MWh
- 148 NISSAN Leafs
- 63 used, 85 new Leaf batteries
- 4 Bidirectional Invertors
- 61 Battery Racks



IN COOPERATION WITH:





AMSTERDAM ENERGY ARENA



- Amsterdam Energy ARENA
- E.ON
- ABB
- bam
- Amsterdam
- THE MOBILITY HOUSE
- City of Amsterdam
- Interne Energie

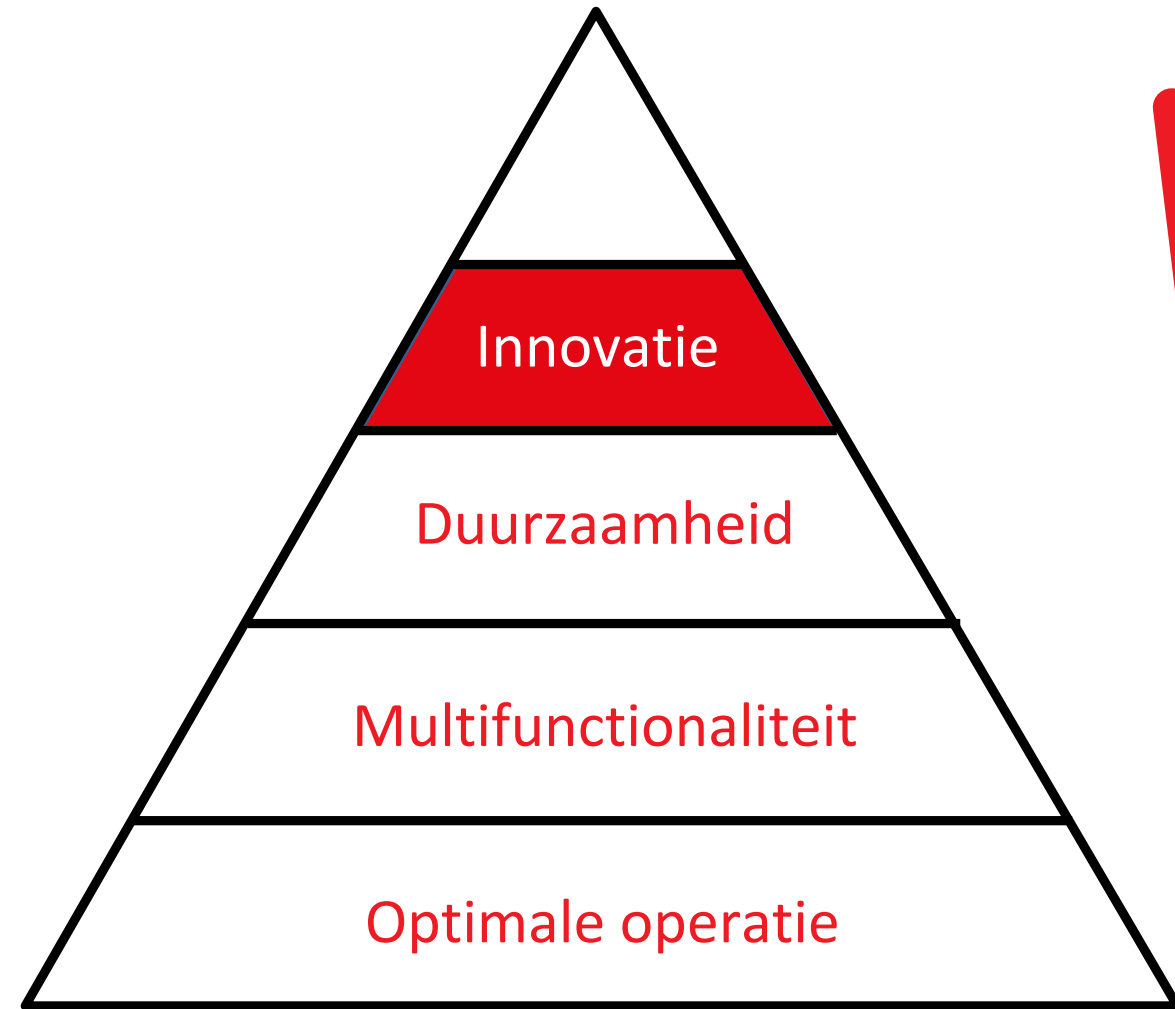
GROEI

INNOVATIE

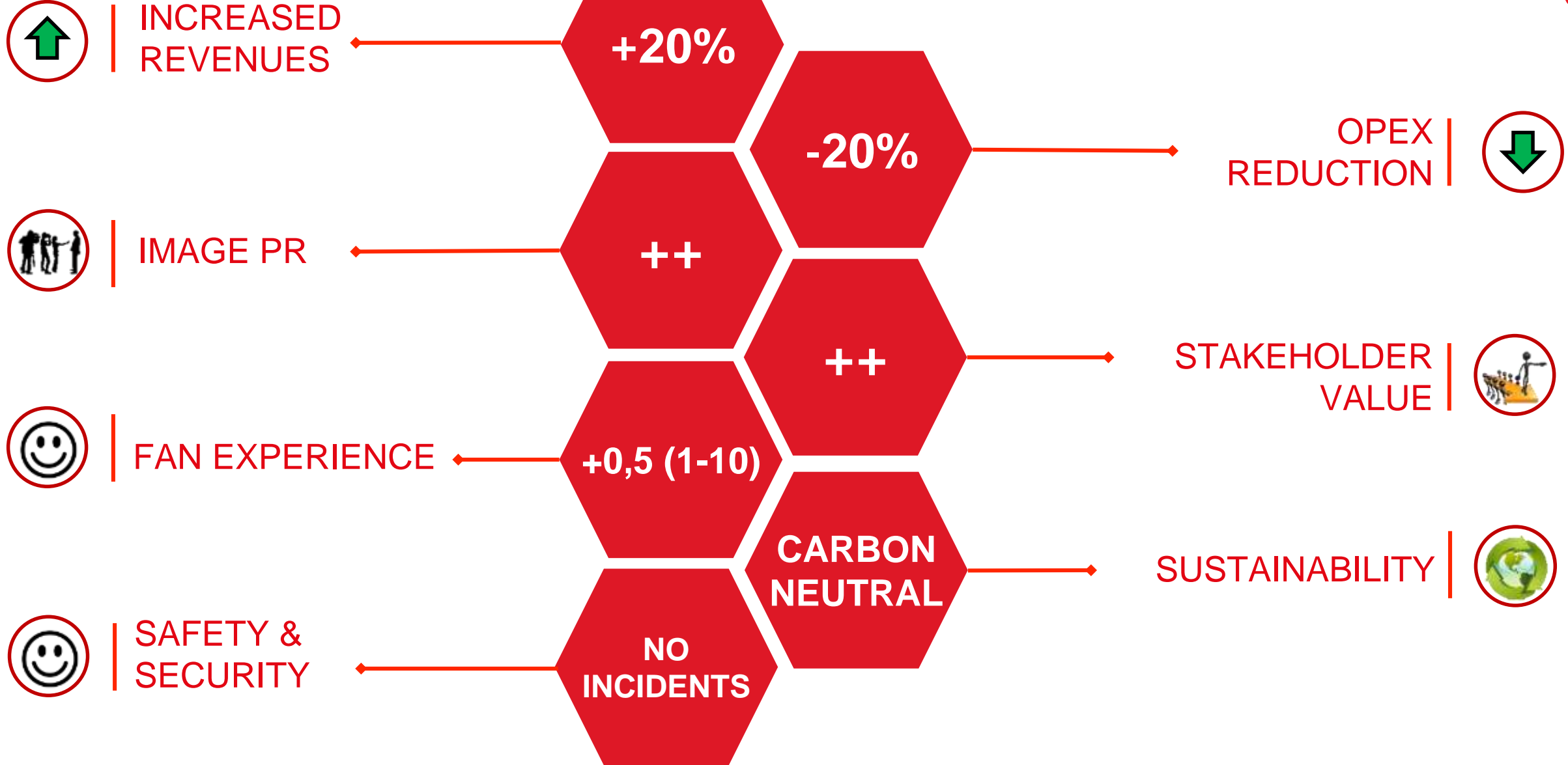
DUURZAAMHEID

MULTIFUNCTIONALITEIT

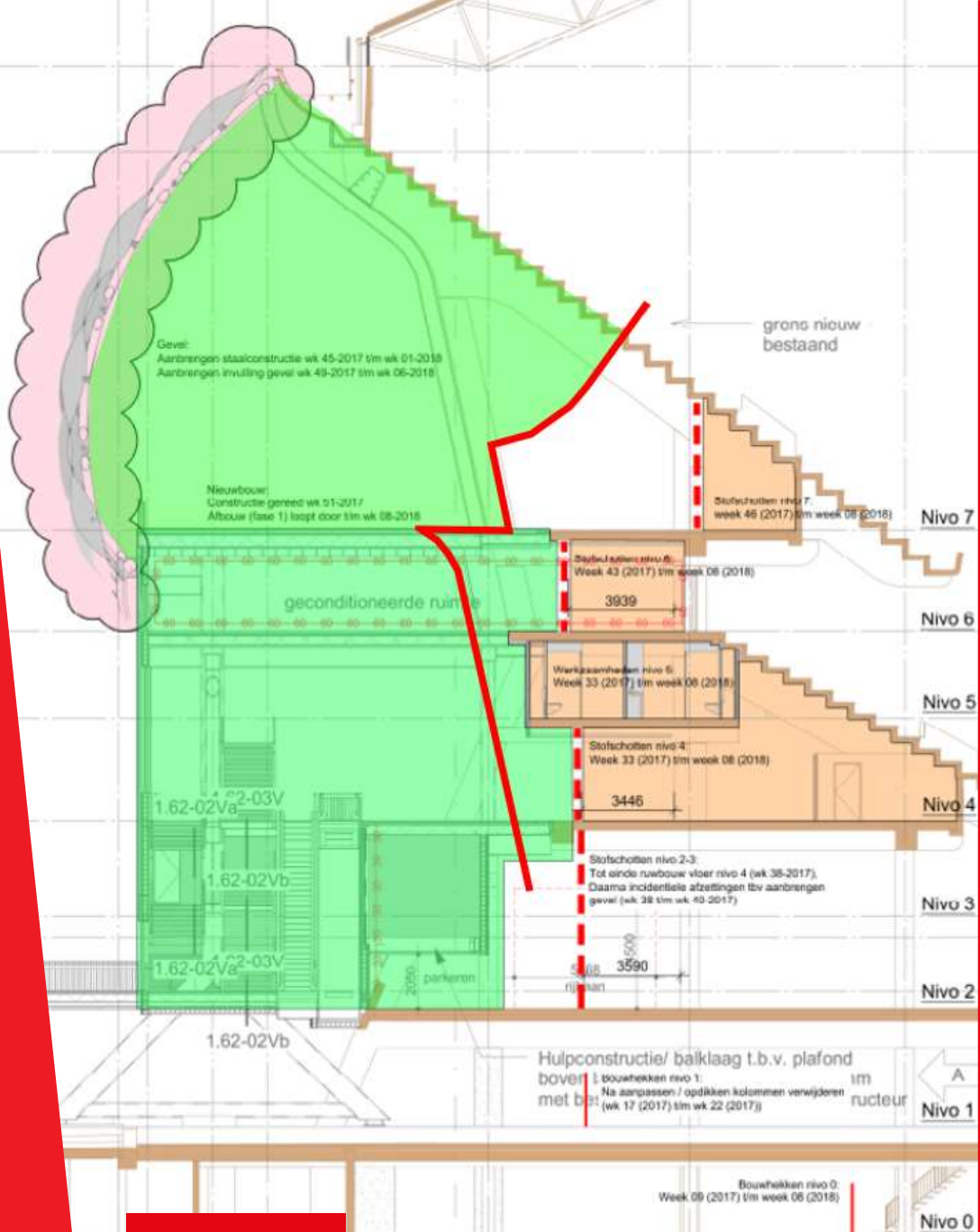
OPTIMALE OPERATIE



2020 GOALS







Intersection



BECOME A DATA DRIVEN OPERATOR

1. Decision support, based on data
2. Data based decision making
3. Decision making based on
predictive data analytics

**+ WORK WITH
STAKEHOLDERS**



FOUNDERS

AMSTERDAM
INNOVATION
ARENA

JOHAN CRUIFF
ARENA

× Gemeente
× Amsterdam
×

STRATEGIC PARTNERS

 Microsoft

TNO innovation
for life

 kpn

 NISSAN

 KPMG

 Eaton

am**smart**erdam
city


HUAWEI


Ballast Nedam

 Geodan

 Signify

 bam


 Honeywell

 Heineken

PROGRAM PARTNERS

 BIG DATA
VALUE CENTER
OPEN INNOVATION CENTER

 media
perspectives

 Amsterdam University
of Applied Sciences

WE DEVELOP AND
DELIVER SMART STADIUM
AND SMART CITY
SOLUTIONS IN
A REAL-TIME
PLAYGROUND...



AIA THEMES

BASIC INFRASTRUCTURE

FAN EXPERIENCE

CUSTOMER JOURNEY

SAFETY & SECURITY

SUSTAINABILITY

FACILITY MANAGEMENT

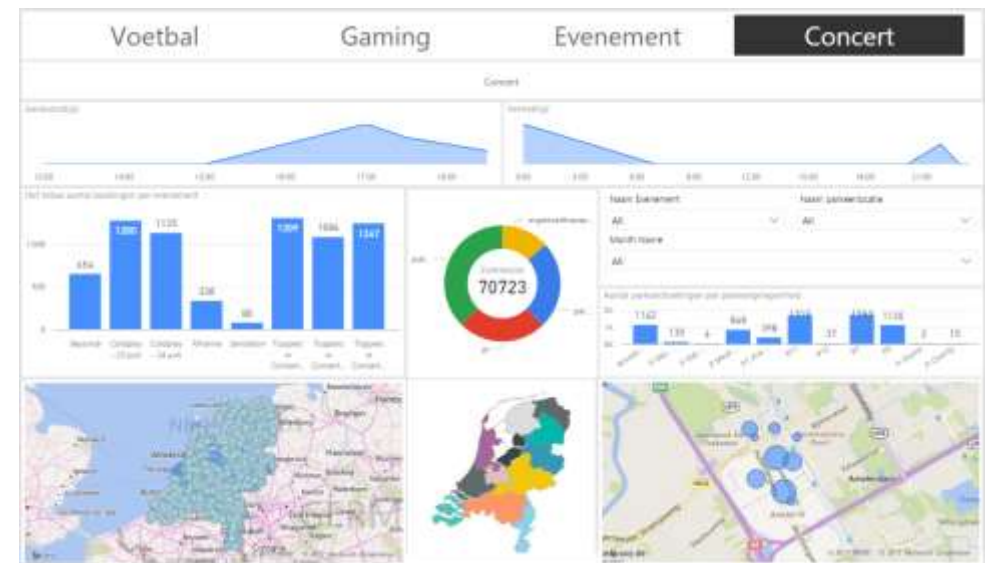




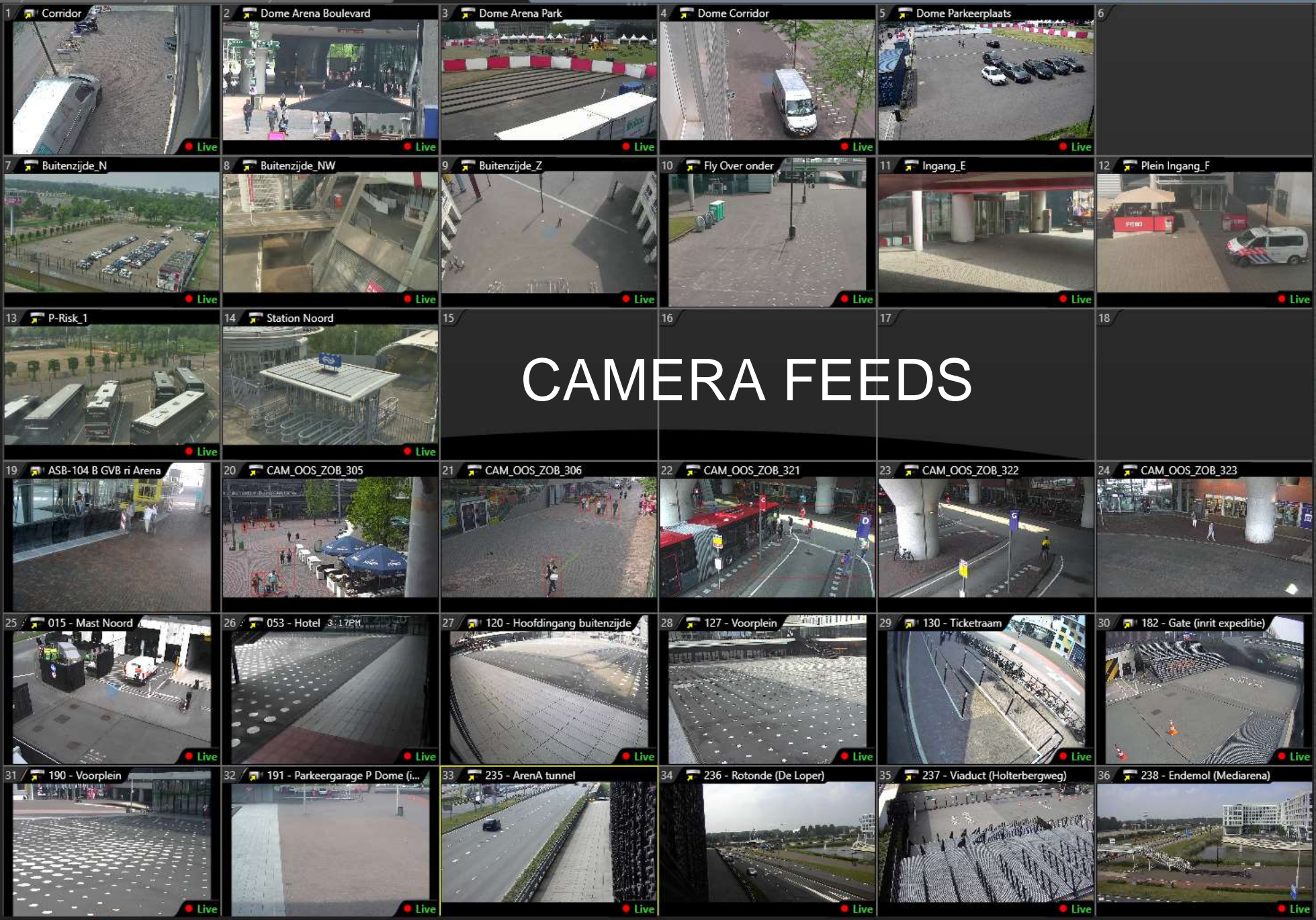
CUSTOMER JOURNEY

OPERATIONAL MOBILITY CENTER

- MULTI STAKEHOLDER COMMAND CENTER
- REAL-TIME INTELLIGENCE AO
- ADAPTIVE ROUTING AND SIGNAGE



- Search
- OMC FED 01
 - Federation to AFAS Live
 - AFAS Live
 - Corridor
 - Dome Arena Boulevard
 - Dome Arena Park
 - Dome Corridor
 - Dome Parkeerplaats
 - Federation to ArenaA
 - Jonan Crujff Arena
 - Buitenzijde_N
 - Buitenzijde_NW
 - Buitenzijde_Z
 - Fly Over onder
 - Ingang_E
 - Plein Ingang_F
 - P-Risk_1
 - Station Noord
 - Federation to Politie
 - Jonan Crujff Arena
 - ASB-104 B GVB ri Arena
 - CAM_OOS_ZOB_305
 - CAM_OOS_ZOB_306
 - CAM_OOS_ZOB_321
 - CAM_OOS_ZOB_322
 - CAM_OOS_ZOB_323
 - CAM_OOS_ZOB_324
 - Federation to Ziggo Dome



CAMERA FEEDS

Camera

Live

REC

PTZ

PTZ mode

0 1 2 3 4 5 6 7

Tile

SAFETY & SECURITY



DIGITAL PERIMETER



COOPERATION

- National Police
- City of Amsterdam
- Johan Crujff Arena

IN-STADIUM

- Direct communication with personnel
- In-house processing using edge computing

DIGITAL PERIMETER

- Identify people
- Automated anomaly detection
- Capture incidents by stewards with bodycams
- Alert stewards through group communication on smartphone
- OMC is control room

FAN EXPERIENCE



iPad


11:05

37%



NED - FRA




 177 bpm
 16.09 km/h
 479 m covered
Wesley Sneijder

- Show labels
- Show markers
- Show distances
- Follow athletes

03/25/2016 20:...



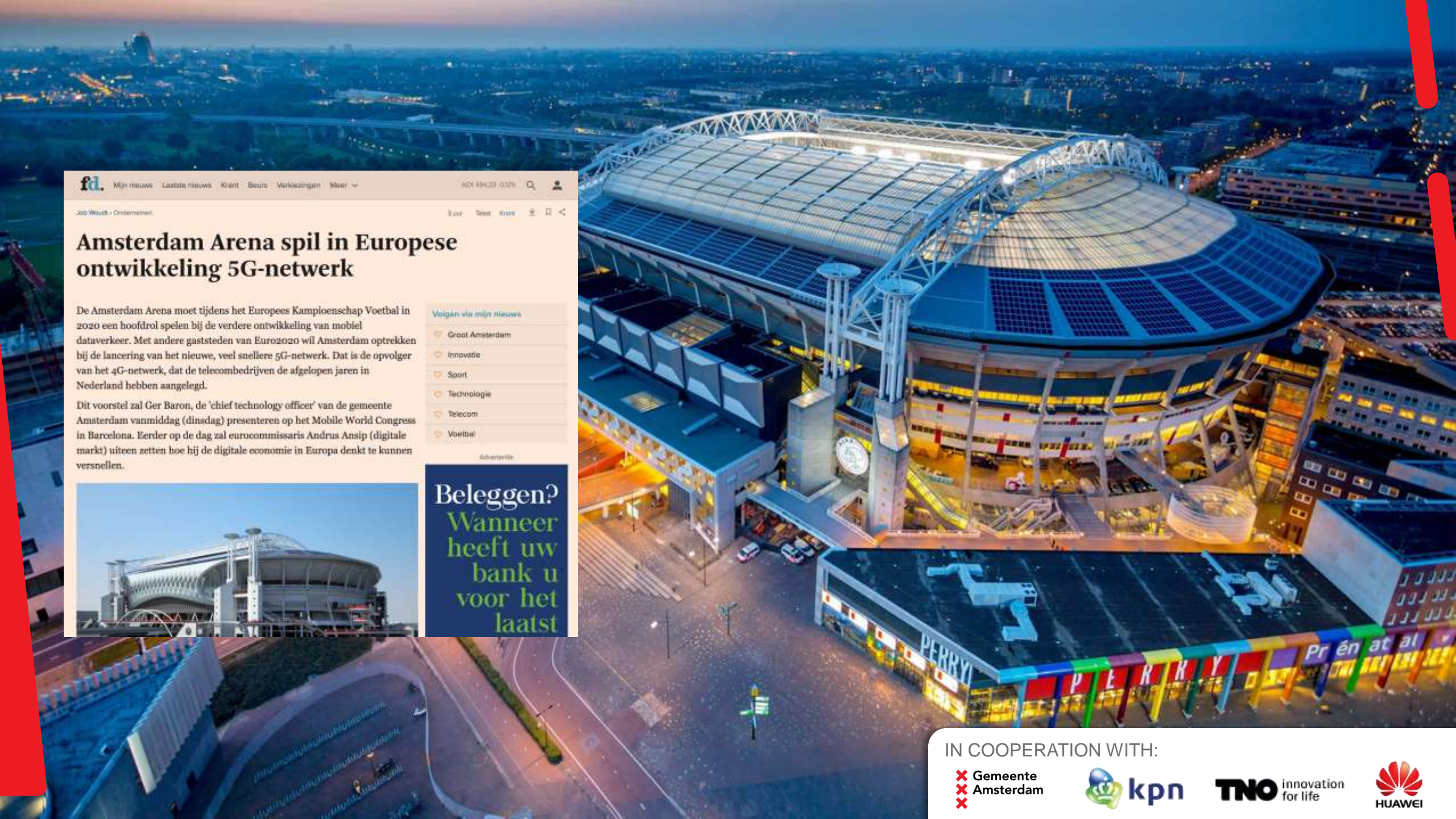
00:00:03



00:01:01

IN COOPERATION WITH:





Amsterdam Arena spil in Europese ontwikkeling 5G-netwerk

De Amsterdam Arena moet tijdens het Europees Kampioenschap Voetbal in 2020 een hoofdrol spelen bij de verdere ontwikkeling van mobiele dataverkeer. Met andere gaststeden van Euro2020 wil Amsterdam optrekken bij de lancering van het nieuwe, veel snellere 5G-netwerk. Dat is de opvolger van het 4G-netwerk, dat de telecombedrijven de afgelopen jaren in Nederland hebben aangelegd.

Dit voorstel zal Ger Baron, de 'chief technology officer' van de gemeente Amsterdam vanmiddag (dinsdag) presenteren op het Mobile World Congress in Barcelona. Eerder op de dag zal eurocommissaris Andrus Ansip (digitale markt) uiteen zetten hoe hij de digitale economie in Europa denkt te kunnen versnellen.

- Volgen via mijn nieuws
- Groot Amsterdam
 - Innovatie
 - Sport
 - Technologie
 - Telecom
 - Voetbal
- Advertentie



Beleggen?
Wanneer heeft uw bank u voor het laatst

IN COOPERATION WITH:



GROEI

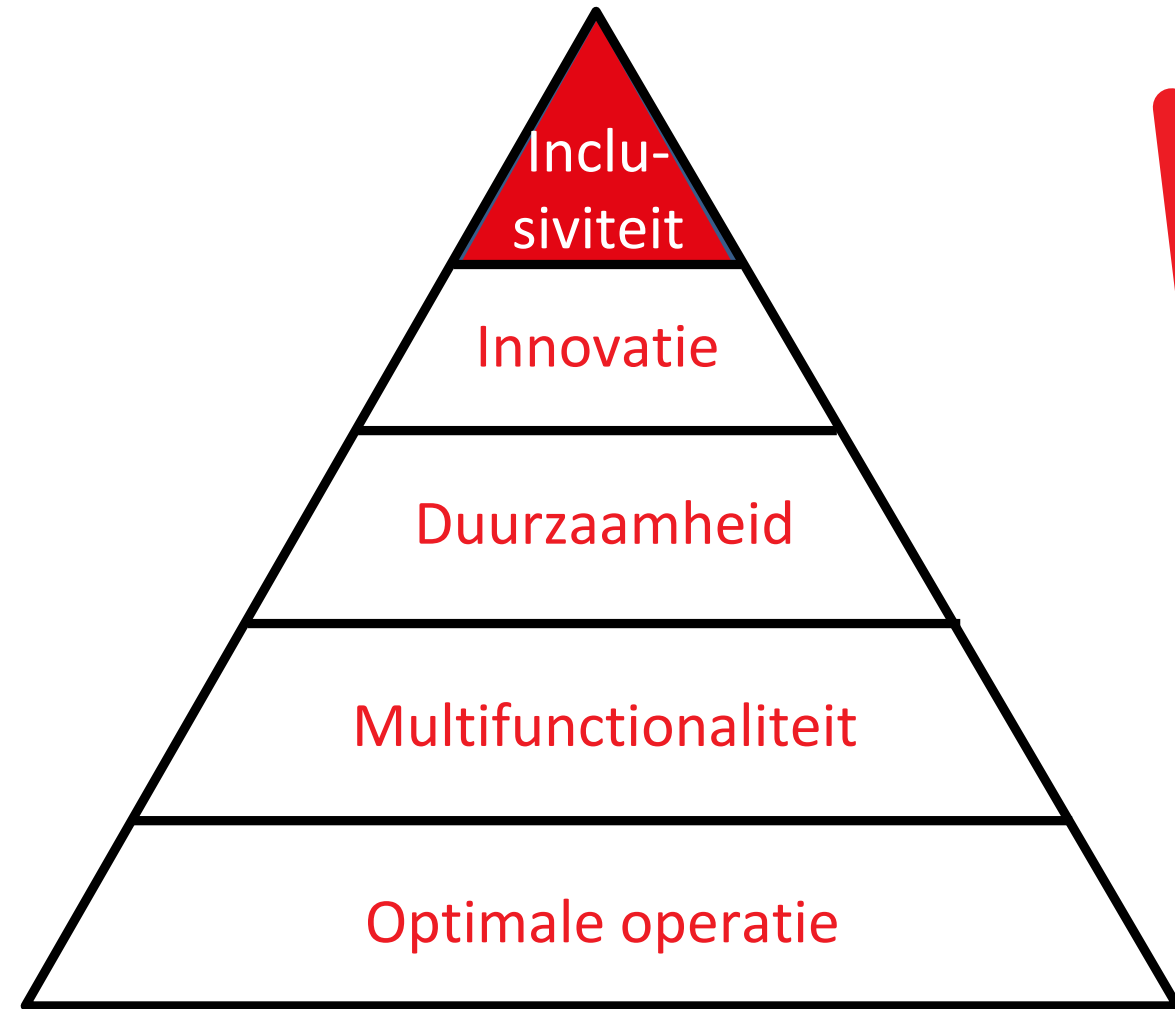
INCLUSIVITEIT

INNOVATIE

DUURZAAMHEID

MULTIFUNCTIONALITEIT

OPTIMALE OPERATIE







MAATSCHAPPELIJK VASTGOED DOEN WAT JE KUNT DOEN

