

AMSTERDAM  
INNOVATION  
ARENA

# AIA INTRODUCTION

## BRING YOUR OWN ENERGY

January 2018









## AIA Vision Head Lines Smart Stadium and Smart City Innovation

Connecting & Sharing



Connectivity as a Service

Unique Experience



Unique enabling facilities

Individual



Personalized Service Offerings

Rapid Innovation



Concept Design & Experimentation  
Field Lab | Living Lab

Transcend Geography



Customer Journey Centric Solutions

New Content



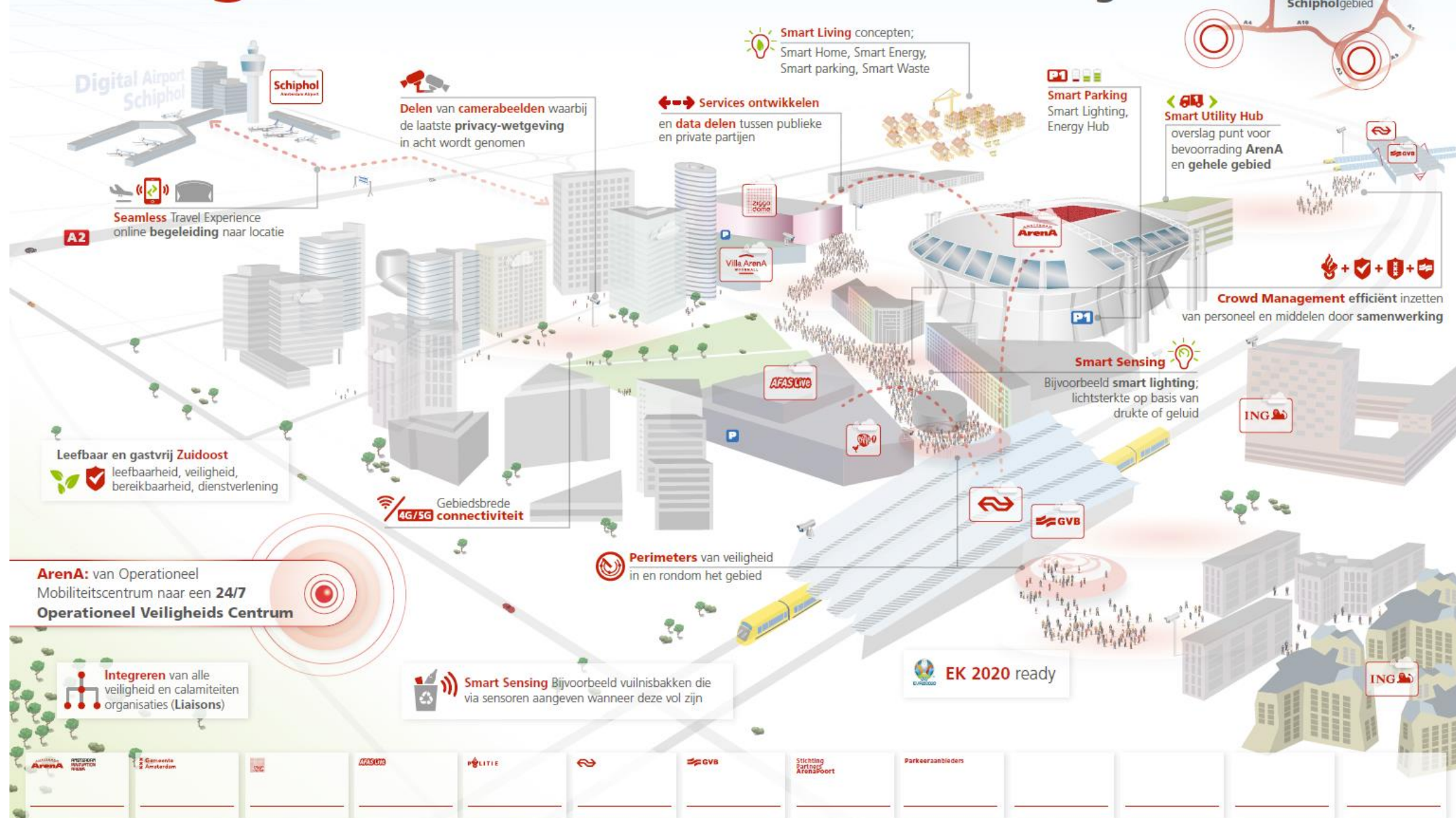
State-of-the-Art Multi-Media  
Technologies

Data Driven



Data Acquisition & Analytics  
Algorithm Based Process Development

# Living Lab voor Safe & Smart City





# FAN EXPERIENCE







Virtual exposure of the area: 20 million pa  
(AFC Ajax, KNVB, ID&T, AA Living Lab etc.)

500.000 visitors pa

1,2 million visitors pa

**Villa Arena**  
WOODMALL  
950.000 visitors pa

2 million visitors pa

Arena Park Events  
250.000 pa

1,2 million visitors pa

3 million employees pa

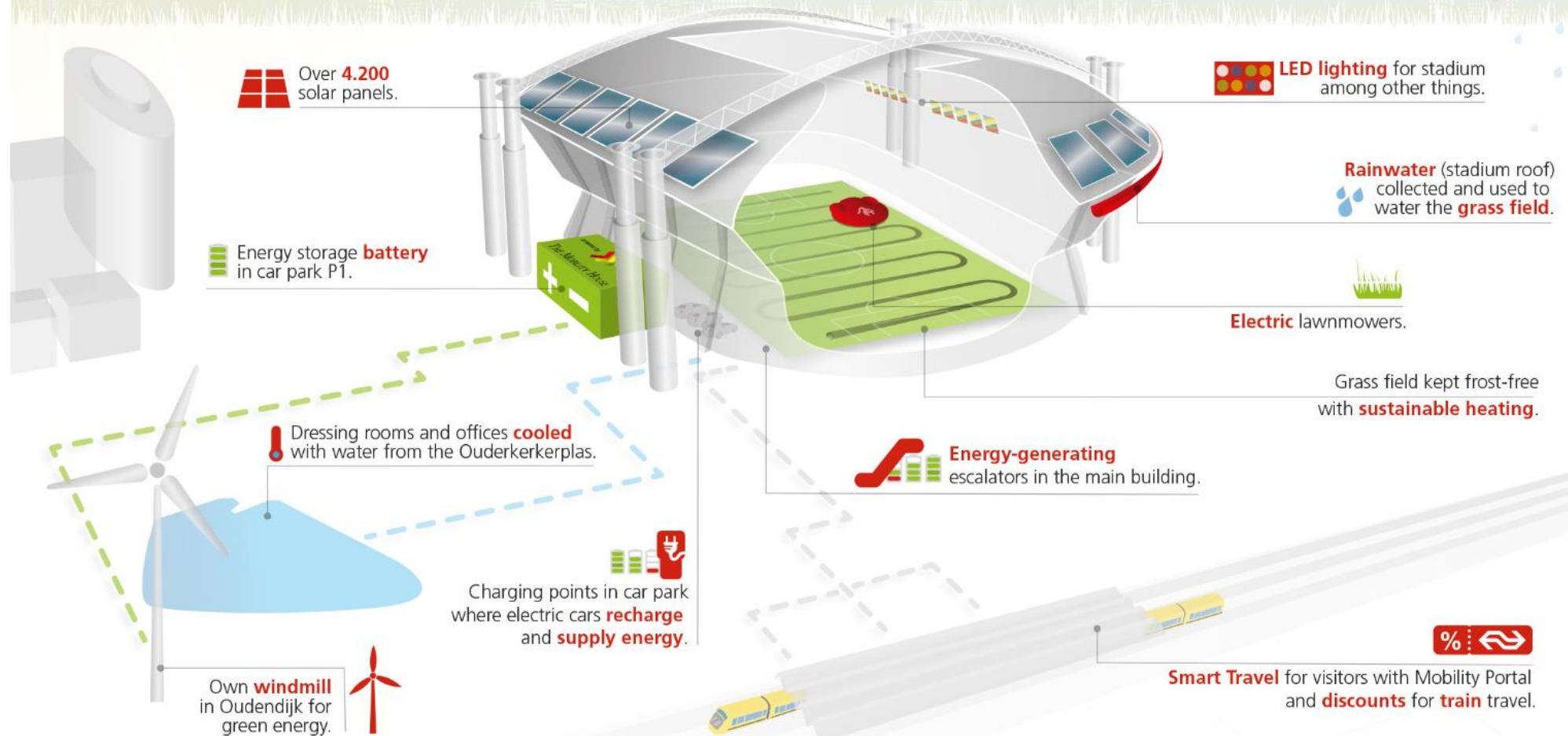
500.000 visitors pa

1,8 million visitors pa

1,4 million visitors pa

7 million passengers pa to  
the area

# ENERGY OPERATIONS GAME CHANGING ERA



Waste  
storing.



Sensors in stadium enable **data-driven management** and **maintenance**.



**Energy-efficient**  
catering.



Collaboration with **strategic partners**  
on **innovation** and **sustainability**.



AMSTERDAM  
**Arena**

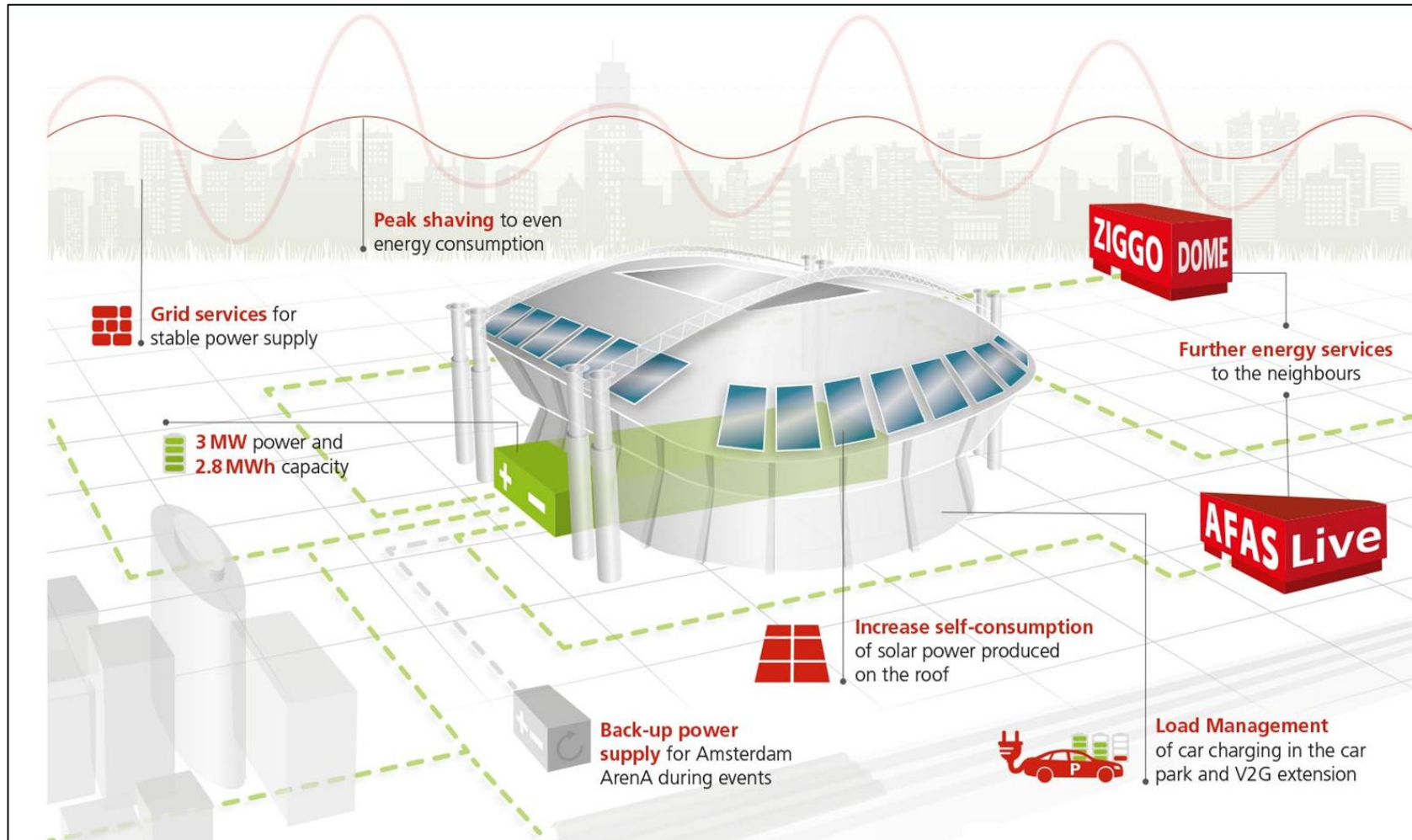


# ENERGY STORAGE





# ENERGY STORAGE



AMSTERDAM  
**ArenA**

**Amsterdams**  
Klimaat & Energiefonds

**THE MOBILITY HOUSE**



**EAT•N**  
Powering Business Worldwide



# BYOE ECO SYSTEM

