



«Connectivity as a decisive factor for competition.»

As the largest venue for events in Switzerland, Zurich Hallenstadion AG has made itself fit for the digital future. Planned, installed and operated jointly by Swisscom and Huawei, they now have a WLAN infrastructure in place that delivers broadband connectivity to every corner of the building complex. The infrastructure not only makes unforgettable experiences possible for the visitor, but also forms the basis for new service offerings and faster processes.

The challenge

Visitors to events at the venue have rapidly growing digital needs, which are also increasing the demands that organisers make of the venue operators. New digital events like those to be found on YouTube, or in the gaming world, result in the need for multimedia options that are both seamless and interactive. Similarly, conventional concert organisers and companies want to make use of modern communications means, such as virtual reality or holographic projections. In the internationally contested arena market, all this has transformed connectivity into a decisive competitive factor.

The solution

203 WLAN access points, systematically distributed throughout the venue, now ensure seamless broadband coverage. In their role as partners, Swisscom and Huawei performed detailed measurements of the signal transmissions throughout the building to facilitate this. The building network has also been upgraded to meet growing needs. The network is designed redundantly and therefore offers maximum reliability. In addition to providing the backbone function for the WLAN, it facilitates a comprehensive building management system, which, amongst other things, is used to control the lighting, and play digital signage monitors placed throughout the complex. The whole infrastructure is operated as a managed service.

The result

Now, 15,000 visitors can simultaneously stream videos or immerse themselves in virtual reality worlds over the powerful WLAN network. This provides the organisers with access to every possibility in the realm of modern communication media. For Hallenstadion AG, the new infrastructure also forms the basis for developing new service offerings, which the company can use to increase its added value.



Felix Frei
Director / CEO
Hallenstadion AG

«Swisscom and Huawei are also innovation partners, who help us to develop new service models.»



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