AIA INTRODUCTION

BRING YOUR OWN ENERGY

January 2018
AIA Vision Headlines 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
FAN EXPERIENCE
Virtual exposure of the area: 20 million pa (AFC Ajax, KNVB, ID&T, AA Living Lab etc.)

- 2 million visitors pa
- 1.8 million visitors pa
- 1.4 million visitors pa
- 1.2 million visitors pa
- 0.5 million visitors pa
- 0.25 million visitors pa
- 0.5 million visitors pa
- 3 million employees pa
- 7 million passengers pa to the area

- Arena Park Events: 0.25 million visitors pa
- Villa Arena: 0.95 million visitors pa
- Ziggo Dome: 1.2 million visitors pa
- Arena: 2 million visitors pa
- Media Markt: 1.2 million visitors pa
- 500.000 visitors pa
- Pathos
- Amsterdam Boulevard
- Arena Park
- Haaksburgweg
- Holtenburgweg
- Arena Boulevard
- Amsterdam Arena
- Media Markt
- Pathos
- Amsterdam Boulevard
- Arena Park
- Haaksburgweg
- Holtenburgweg
ENERGY OPERATIONS GAME CHANGING ERA

- Over 4,200 solar panels.
- Energy storage battery in car park P1.
- Dressing rooms and offices cooled with water from the Ouderkerkseplas.
- Charging points in car park where electric cars recharge and supply energy.
- Own windmill in Oudendijk for green energy.
- LED lighting for stadium among other things.
- Rainwater (stadium roof) collected and used to water the grass field.
- Electric lawnmowers.
- Grass field kept frost-free with sustainable heating.
- Energy-generating escalators in the main building.
- Smart Travel for visitors with Mobility Portal and discounts for train travel.

Waste storing.

Sensors in stadium enable data-driven management and maintenance.

Energy-efficient catering.

Collaboration with strategic partners on innovation and sustainability.

AMSTERDAM Arena
Integrating Nissan batteries into power protection and energy storage solutions

Recycling and recirculation or raw material

Assembly of new battery

Production of Battery Electric Vehicle

ENERGY STORAGE

- Largest commercial building storage in EU
- 4MW, 4MWh 2nd use battery system (~290 car batteries, 400 households for 1 day)
- 2.3m EUR investment
- 10 year contract
- ~116 ton/CO2 reduction
- Further integration to energy hub, V2G

The Mobility House
Technology and operations

ArenA PV integration
Peak Shaving
Backup Power
Grid Services
EV Car Sharing
Vehicle-to-Grid