



BOSE

PROFESSIONAL

CASE STUDY - SPORTS | ALLIANZ STADIUM - JUVENTUS



WORLD-RENOWNED ALLIANZ STADIUM IDENTIFIES AUDIO SOLUTION TO MATCH REPUTATION

Turin, Italy's Allianz Stadium is a marvel. Home to Juventus, the stadium holds over 41,500 boisterous spectators passionate about European football.

Allianz Stadium is the first stadium owned by a Serie A team, the highest level of competition in Italian football. It was constructed with an eye toward environmental responsibility and sustainability and boasts a place among UEFA Category 4 facilities. This is the highest technical level a stadium can reach and is required to host events in UEFA competitions.

Originally opened in 2011, the stadium is committed to ensuring a world-class experience to its football fans. In 2012 it was awarded the Stadium Innovation Trophy at the Global Sports Forum 2012, which is the most innovative sports scenario in Europe. Key to the overall experience is the sound, and whether used for announcing players and goal announcements or to engage and elevate the crowd's excitement during the pre-match show, stadium management knew they needed the highest level of audio quality. With the installation of the Bose Professional solution, they gained a superior audio solution to support all their needs.

"Allianz Stadium is an entertainment center where people come not just to watch a match, but to be entertained by the two-hour pre-game show building excitement for the game," said Francesco Gianello, head of facilities management. "So, as you can imagine, the audio system plays a critical role in creating this experience for all our guests."

CRAFTING CONSISTENT, INTELLIGIBLE AND POWERFUL SOUND TO ELEVATE THE FAN EXPERIENCE

Juventus is known for its premium fan experience, and efforts to improve vocal intelligibility and add new dimension to light shows, music and special effects. Any changes made to the system needed to build on that powerful atmosphere. Originally, the stadium was designed with a simple audio solution aimed at security and announcement purposes, and an update was long overdue.

The solution also needed to account for the sheer size of the club's facility and provide a consistent experience for each fan. The game day audio experience needed to provide audio intelligibility and support the music played regardless of where a fan was seated inside the stadium's basin-shaped environment.



Juventus is committed to fan involvement, but the stadium itself also serves as a leading, year-round location for hosting other unique, premier events, meaning flexibility and adaptability were also priorities in selecting an audio solution.

“Allianz Stadium has always been at the forefront in terms of hospitality and involvement of its audience. We have always worked to improve the experience for the people who come to the stadium to watch the game, involving fans the moment the gates open,” said Alberto Pairetto, Head of Stadium Revenue, Juventus.

“We want to give our fans the opportunity to enter our home — now their home — and experience an increasingly active moment of involvement. Having an excellent sound system allows us to make it one of the most coveted places to create specific and unique events.”

- Alberto Pairetto
Head of Stadium Revenue, Juventus

BOSE TECHNOLOGY BRINGS WELL-ROUNDED, PREMIUM PERFORMANCE

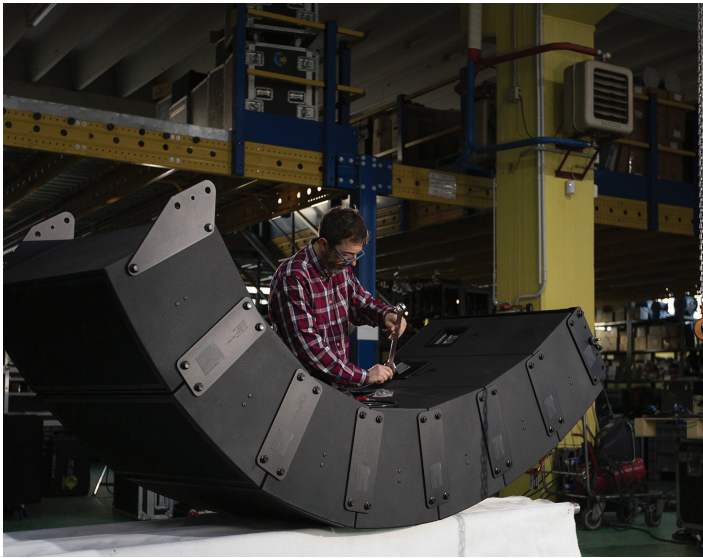
The audio solution includes the Bose Professional ArenaMatch DeltaQ loudspeakers and PowerMatch amplifiers, which are controlled by ControlSpace EX- 1280 digital signal processors and run on a Dante™ audio network.

“A world class stadium should have an audio system flexible enough to provide voice intelligibility and support playing music,” Gianello said. “We looked for an audio partner who would be able to deliver this at the caliber level of the Juventus brand, and, after evaluating different scenarios and different possible solutions, we realized Bose Professional was the best solution available.”

With support from Bose Professional Modeler software, the loudspeaker structure and cluster quantity were accurately defined for optimal performance, acoustic coverage and full-range sound uniformity. The Dante network and its analog backup support four separate ArenaMatch clusters, designed to provide redundancy that ensures the stadium is never left without powerful audio.

DELIVERING MEMORABLE EXPERIENCES FOR GENERATIONS OF FANS TO COME

The holistic solution makes Allianz Stadium a premier destination and site for a wide range of events, and the performance of the ArenaMatch DeltaQ loudspeaker clusters, PowerMatch amplifiers and overall system redundancy and ease of operation empowers the facility to uphold that reputation.



Achieving this result, the Allianz Stadium team worked closely with a select team of experts. In addition to the Bose Professional and Spectra Event Technology teams, Immagine del Suono provided the DSP program design, and the system control and monitoring was designed by Pibiesse.

“Allianz Stadium is a year-round entertainment center, committed to providing a memorable experience beyond a simple football match,” Gianello said. “As a world-class stadium, we needed a system capable of providing consistent high performance for vocal intelligibility and audio entertainment. We got that with Bose Professional.” ■

SYSTEM COMPONENTS

ControlSpace EX-1280 digital signal processor

PowerMatch PM8500N power amplifier

PowerShare PS602 power amplifier

ArenaMatch AM10 loudspeaker

ArenaMatch AM20 loudspeaker

ArenaMatch AM40 loudspeaker

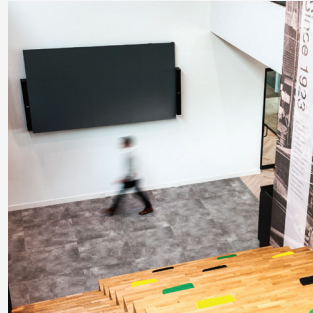
DesignMax DM5SE loudspeaker

LT 9402 WR loudspeaker

LT 3202 WR loudspeaker



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Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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