

# Friends Arena, Sweden

Friends Arena is a multipurpose indoor/outdoor arena via a retractable roof. The stadium is the largest in the Nordic region with a 65,000 person capacity and has the latest design and communication technology incorporated.

Friends arena is a new generation of Stadium design that caters

towards a full audience experience. It has been design to house all sports, entertainment and specialized events in an outdoor or indoor situations. Friends Arena is now the premier event location in Sweden.

## Project:

The site includes 48 optical links that were connecting between prime locations within the arena and back to a central point in the Outside Broadcast parking area and the Arena's own 500 square meter production area.

With any Stadium fitout there is a need to be an *EASY* way of providing fiber services that can adapt depending on the event and the miniHUB is the only product available today that can be deliver this functionality.



## Scope:

The specification for the system had to meet several key areas. This included, High Quality optics, Proven reliability and a need to withstand harsh environmental conditions. The miniHUB encompasses all these key areas while delivering cost efficiencies for Friends Arena.

The OB parking area is a semi exposed area and requires to have equipments that can withstand non controlled environmental effects. The wide swing of temperature was a key concern with most equipment being designed for temperature controlled environments. With the miniHUB and its high quality design this was not an issue as the standard operating temperature is very wide allowing for application like this.

## Customer:



Jan Arvidsson, Technical manager was strategically involved in the optical installation of Friends Arena said, "One of the biggest challenges today is to achieve a design that is encompassing all the functions required for now and for later, impossible you might say! The miniHUB platform provides flexibility not seen before. This is perfect for broadcasting of sport and other events requires different configuration for each broadcast. With the miniHUB Optical distribution platform we can now achieve this"

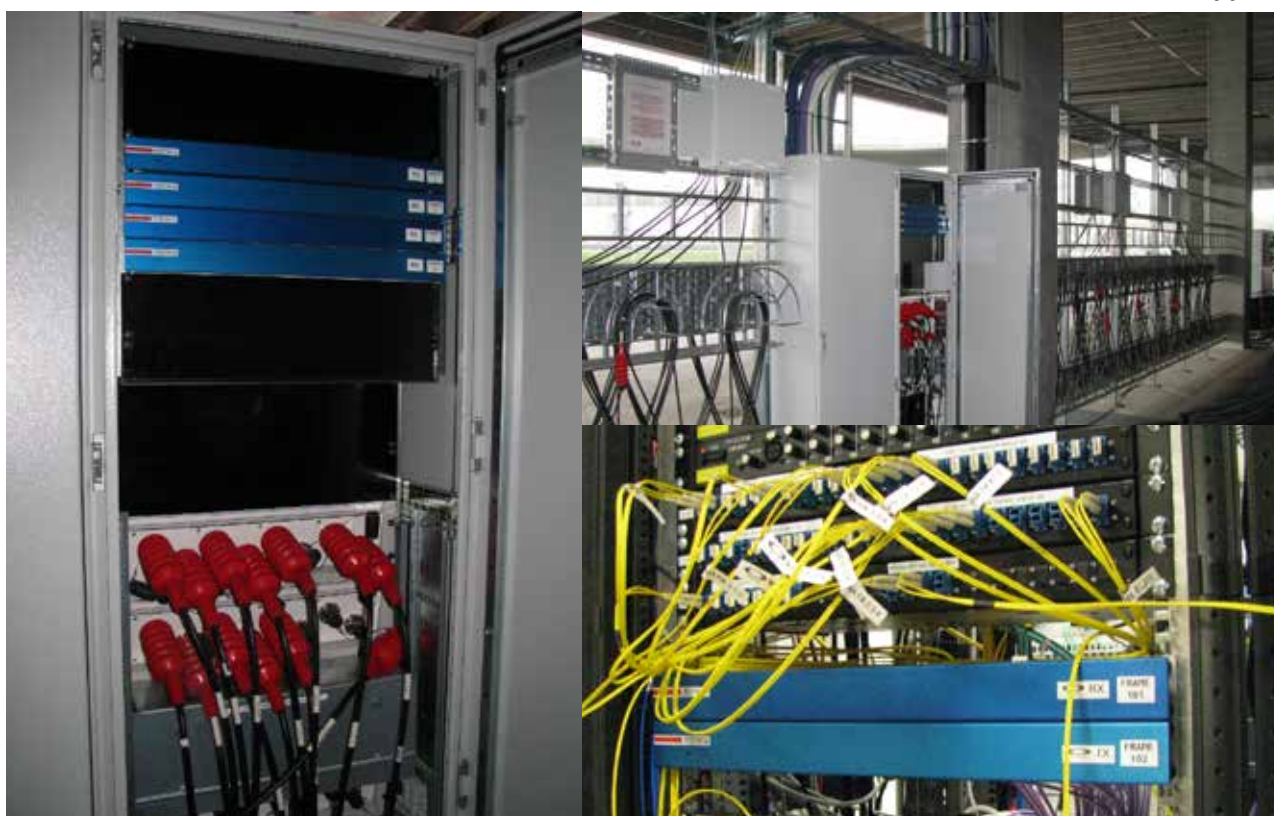
## Solution:

Leading Swedish integrator, Protel and Lars Sundlin proposed the miniHUB system from Norwia. It was a perfect solution that addressed the needs of the client. It gave tangible financial aspects from pre to post purchase and addresses the quality needs for the Friends Arena. What makes the miniHUB system the best choice for this application is the robustness and quality factors of the product. There are not too many products on the market that can give this at a price point needed. When you start looking at the solutions available today, it becomes very apparent there is only one solution that can give all of the key features and a newer way of operation for the customer that will make life a lot easier.

The system proposed includes a mass amount of point to point fiber solution and this was achievable because of the new installation and the ability to run multicore fiber through the cabling system. So using CWDM technology was not needed. The primary benefit the miniHUB system gives is the ability to change signal direction easily. All events have a different set up and the amount of return and send feeds can change. The miniHUB and its AutoSFP® technology allows the user to simply change the signal direction without the need to de-construct frames. This process takes minutes rather than hours upon hours.

## Technical:

The technical solution provided by Protel/Norwia brought served all the needs for Friends Arena. The system can be upgraded easily for more capacity or changed using Norwia's Auto SFP® technology. The technical and environmental aspect of the miniHUB fiber distributions system have already been proven by leading Telecommunication companies and Broadcasters.



Norwia provides a format flexible, application flexible optical fiber distribution product that makes a very clear statement when it comes to cost of ownership. Features such as add/drop/pass, optical distribution and transponder functions are available to Friends Arena with the existing product installed, making the flexibility of this next generation system from Norwia an ideal choice for this project.

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