Ebook

Stadium security: Protect people, operate efficiently

Avigilon for sports & entertainment

MOTOROLA SOLUTIONS

AVIGILON™

The stadium challenge

The excitement of a big event—like the crowd cheering or the stadium lights—is amazing. But that experience depends on one very important factor: safety. If you're in charge of security, you need a comprehensive plan. This plan must work with all the other parts of the event operation. It must protect guests, performers, and valuable property without taking away from the excitement of the event.

Running a stadium is hard. You're always under pressure to make events flawless and keep risks to a minimum. The challenges you face show what a strong security system needs to do. It should protect your assets and support your business goals.

Here are the key things stadium managers worry about:

- **Crowd and guest safety:** People getting hurt, such as slipping or falling, is a major problem. These accidents made up **28%**[1] of spectator injuries in the 2022–2023 football season. Your venue needs smart systems to help provide real-time awareness. This allows staff to quickly address safety issues before they become serious.
- **Operational performance:** Your security system can also make things run smoother. Systems that look ahead can help you check and manage how crowds are moving. This helps stop delays and jams, which is important since the global smart stadium market can reach **$38.69 billion**[2] by 2029.
- **Staffing and incident Management:** Good security relies on having enough people to manage the whole job. Since most organizations do not have enough staff—**95%**[3] of US venue security directors say they don't have enough—your systems need to make your workforce more efficient. This means your security solution needs an easy-to-use interface and automated analytics to make your seasonal workers as effective as possible.
- **Perimeter and asset protection:** Keeping the building safe is crucial, but danger isn't just outside the gates. **70%**[4] of sports organizations report at least one cyberattack yearly. Protecting secret data is a constant priority, just as preventing unauthorized access is.

You need innovative tools that can spot and fix safety issues before they happen.

[1] Sports Grounds Safety Authority, Spectator Injuries at Football Grounds 2022/23 Season Report.
[2] Research and Markets, Smart Stadium Market Report 2025.
[3] NCS4's 2024 Venue Security Directors Surveys.
[4] National Cyber Security Centre (NCSC), The Cyber Threat to Sports Organisations.

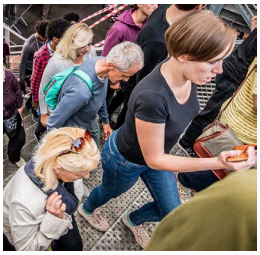
Intelligence for every area

Stadiums are very complex places, so one security plan does not fit every area. Avigilon helps you by providing tools made for the specific needs of each part of your venue. This helps to ensure every spot is protected, from the outside fences to the most private back rooms.

Access & entry points

Streamline guest flow

Your team can better manage the flow of people using smart systems. These tools can help secure the main gates and inner areas. Video analytics helps you handle large crowds smoothly. This faster process at gates and lines creates a smoother, more positive guest experience. Flagging people and cars on watchlists near entry points increases security and reduces friction.



Perimeter & property

Optimize traffic management and perimeter security

Keep facility grounds and parking secure with intelligent security. This technology helps to keep car traffic moving well. It gives your team real-time insight into traffic jams and open parking spots. The system can also alert your team automatically if people gather without permission. This helps teams quickly address issues and improve the security of the entire property before the event begins.

High-traffic areas

Manage congestion and response

Control crowded areas like hallways and seating sections with AI-powered video analytics. The system alerts staff to unusual crowd movement or excessive lingering. This lets them respond quickly to manage capacity. When a safety incident requires a fast response, the security solution provides real-time visibility. Using camera data and heat maps, teams can instantly find the fastest paths for help to get exactly where it is needed.

Staff & back-of-house

Supports staff and VIP safety

Protect staff, performers, and assets with integrated video security and access control. Staff can view live video next to access alerts. This allows them to instantly verify a person's identity before entering restricted areas. Systems can better safeguard exclusive spots. Examples are player locker rooms, performer dressing rooms, and meet-and-greet areas. Keeping records and controlling access to these VIP zones helps to keep people and their property secure and private.

Private areas

Preserve privacy while enhancing security

Use smart sensor technology for security in sensitive areas where video cameras are not allowed. Examples are locker rooms and offices. These sensors extend your security by checking for things that could risk safety. This includes changes in air quality, vaping or smoke detection, and safety alerts. This approach helps to safeguard the privacy of players, performers, and staff while keeping strong operational oversight.

Avigilon security solutions for stadiums

Every stadium has a different setup and many moving parts. Your security needs to be flexible and easy to control everywhere. To help with this, Avigilon offers two main platforms. Whether you are managing a massive main stadium or smaller buildings spread across town, we have a trusted solution for you.

Avigilon Unity: Robust, on-premise protection for large stadiums

Large stadiums, arenas, and other big event venues often use on-premises security. This is best because they have a vast number of video security cameras. These systems give you the most control over data storage, network setup, and how you customize the system.

Choosing Avigilon Unity for security and operations can help large venues gain these benefits:

Simplify security managements

Get on-premises video and access control from a single platform. Create a clear record of exactly who entered where and when across all restricted zones. This gives you fast, real-time intelligence, making it easier to respond right away and investigate incidents.

Optimize visual detail in high-capacity seating areas

Enhance visibility of seating areas with great video while reducing network load. Use High Definition Stream Management (HDSM) to manage the many cameras in stadiums. This approach ensures smooth, high-quality viewing.

Ensure reliable, high-volume video archiving

Your organization generates a huge amount of high-resolution video footage. Storing this much data reliably requires a local system that you control. This approach ensures all your footage is recorded safely for as long as needed, providing a robust history for investigations and legal needs.

Focus security attention on critical event activity

Use an easy-to-navigate interface to focus on urgent events. AI tools, like facial and license plate recognition, help spot repeat offenders. You can swiftly identify unusual activities. This includes someone running in a low-traffic area or carrying a firearm in Unity Video[5].

Streamline rapid guest entry and flow

Connect smoothly with advanced screening solutions, including concealed weapons detection at entry points[6]. This helps to maintain a fast flow for guests while identifying potential threats before they enter the venue.

Expedite incident searches with natural language AI

Speed up your investigations. Search for people and vehicles of interest using their descriptions. Or get custom, proactive monitoring made for your site with Visual Alerts. Use natural language to set up alerts for issues traditional analytics might miss. For example, alerting staff to a blocked fire exit, visible signs of fire, or when a large crowd forms near a gate. This ability to search and customize monitoring cuts investigation time, making safety more proactive.

[5] Available in the U.S. only.
[6] Available in North America only.

Avigilon Alta: Cloud flexibility for modern venue operations

Smaller stadiums, new arenas, and assets spread out—like training centers or remote shops—need to be flexible. They do not need the large number of cameras and servers that a major stadium requires. Avigilon Alta offers a cloud-based security platform for video and access control. This solution uses less local equipment and lightens the load for your IT team. It's a system that grows with you and is simple to use. This approach makes managing sites easy from anywhere, using the latest technology to enhance venue security.

Choosing Avigilon Alta helps teams managing these assets achieve the following benefits:

Unify venue security operations

Manage your venue locations from a web-based platform with Avigilon Alta. The cloud-based solution combines video security, access control, and 24/7 site protection, along with visitor and mailroom management.

Manage staff access and scheduling from anywhere

Control site access instantly using a phone or tablet. This flexibility allows you to grant access, check active events, and set access times. For example, your security leaders can allow people to enter only during operating hours.

Leverage cloud AI for enhanced crowd management

Help your team manage access and improve crowd handling with advanced AI analytics. Use facial recognition watchlists to flag repeat offenders or unauthorized individuals as they approach entrances. This intelligence helps you be more aware, allowing you to manage crowds and security risks proactively on your property.

Deliver continuous system resilience and protection

Get automatic software and security updates along with built-in encryption. This keeps your security system current without needing staff for manual updates. Your setup is always ready for the future with unlimited scalability and over-the-air upgrades that protect people, property, and places.

Maximize infrastructure value and budget efficiency

Avigilon Alta's cloud-based setup makes your job easier and saves money. It is a smart financial choice because you don't need to buy or maintain expensive physical equipment like local servers, storage devices (recorders), or computer hardware. This reduction in equipment helps you save money when you expand your facility or plan major upgrades.

Real-world results for stadiums across the world

Stadiums worldwide rely on Avigilon. We help to deliver proactive security and efficient operations. The benefits are measurable:

ULLEVAAL STADION

Centralized control for multi-venue operations

Ullevaal Stadion is an all-seater football stadium located in Oslo, Norway, with a capacity of 28,000.

Integrated ecosystem

Improve operations by connecting radio and video security systems to build a comprehensive security ecosystem.

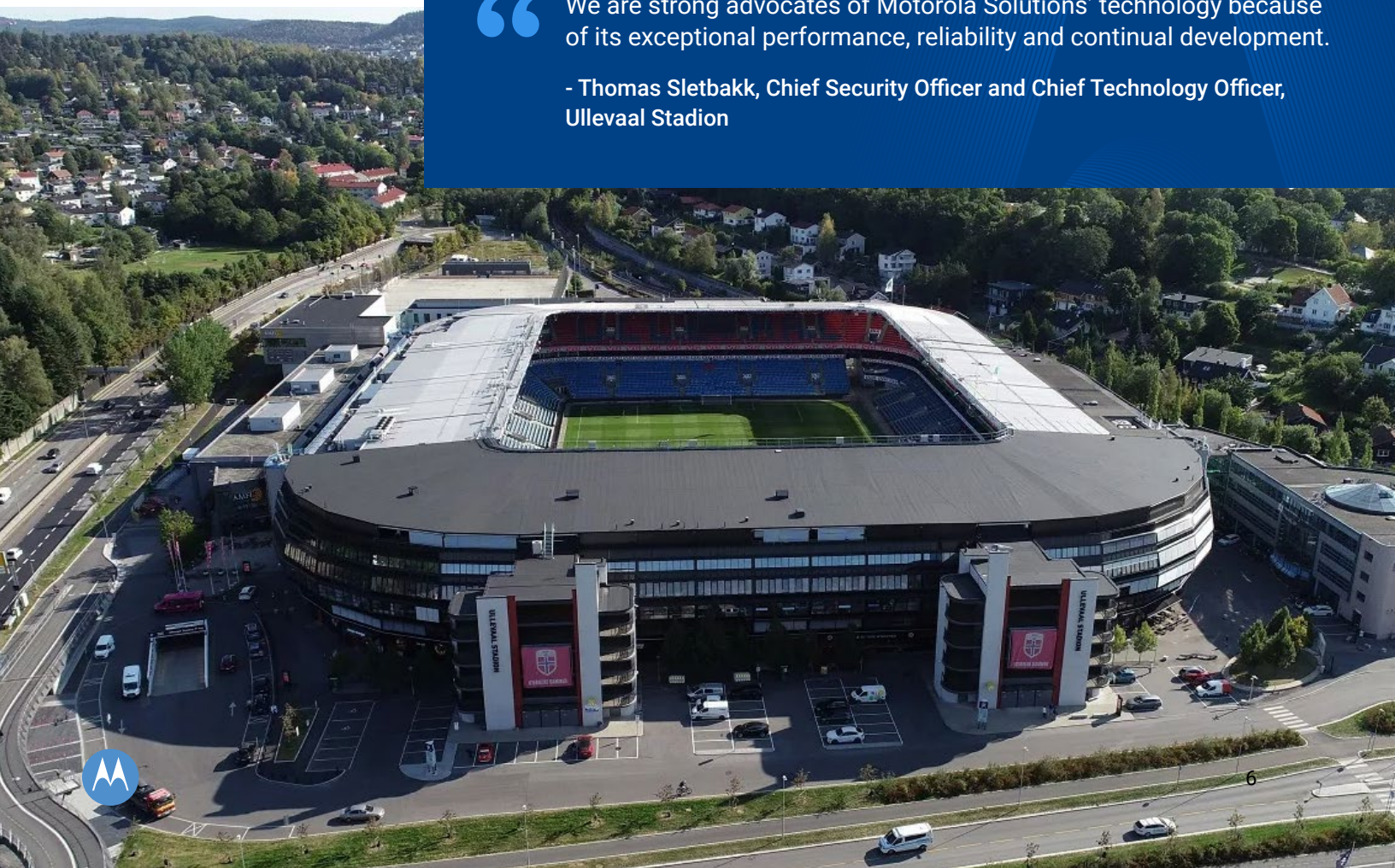
Clear stadium coverage

Find threats quickly with full coverage using Avigilon's cameras and AI analytics technology.

Seamless communication

Use Motorola Solutions radios to talk to each other during game days and events. This creates efficient operations.

> We are strong advocates of Motorola Solutions' technology because of its exceptional performance, reliability and continual development.
>
> **- Thomas Sletbakk, Chief Security Officer and Chief Technology Officer, Ullevaal Stadion**



THE UNIVERSITY OF TENNESSEE KNOXVILLE

Campus-wide security and emergency planning

The University of Tennessee has more than 27,500 graduate and undergraduate students with an expansive campus that spans 550 acres.

Comprehensive video coverage

Monitor events across the large campus with cameras that provide improved coverage.

Mobile response

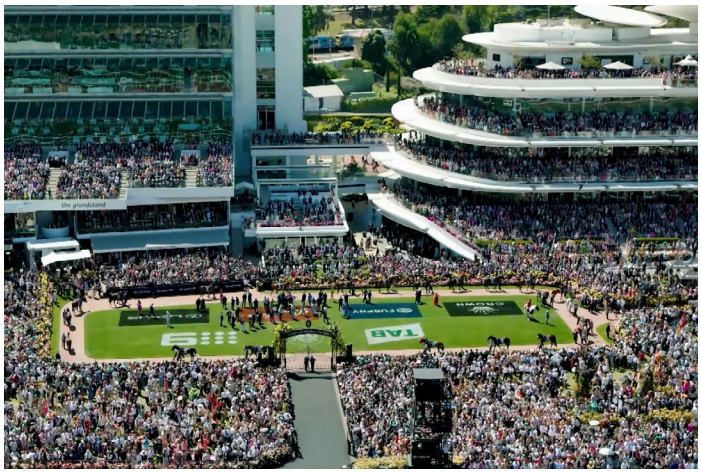
Extend the power of the system using the Unity Video mobile app for remote incident monitoring.

Accelerated investigations

Easily find specific people or cars using the deep-learning AI search engine.

Accelerated response and proactive event safety

The Victoria Racing Club is one of Australia's more historic racing tracks, with over 200 employees and over 400,000 total attendances annually at its race days.



Timely security alerts

Alert security teams to important events with Self-Learning Video Analytics.

Fast target identification

Quickly find a specific person or car using AI-powered Appearance Search in live or recorded video.

Enhanced staff efficiency

Ensure staff are proactive by displaying relevant information instantly with easy video software.

Meet today's stadium security challenges with Avigilon

Today's security for sports and entertainment venues needs more than cameras. It must be a complete, smart, and strong system. Avigilon solutions are a key part of the Motorola Solutions technology. They help you find, react to, and solve problems with confidence. We join together video security, access control, voice, and data feeds. This gives your teams the information they need and the ability to work together faster when it counts. This approach boosts your leadership confidence. It helps you understand how things are running. Plus, it provides a clear way to protect what matters most: your people and your reputation.

Request a demo today to enhance stadium security: **avigilon.com/demo**

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