

What's Running Europe's Ice Hockey Stadiums?

Written by Bob Snyder
29. 04. 2016



Score! The **International Ice Hockey Federation** (the pro hockey sports body) has published annual attendance figures for European hockey leagues during the 2015/2016 season-- and 9 **Colosseo** venues placed in the ranking. And 4 of them in the top 20.

ColosseoEAS (based in Bratislava, Slovakia) specializes in LED design, multimedia and statistics solutions for sport venues. Their integrated system approach allows stadium and arena owners to input all data from any source into one platform.

Their solution automates tasks, reduces redundant operations and distributes native information to a variety of devices like LED screens, IPTVs, advertising fasciae, mobile applications and even wearable devices. Colosseo combines the latest LED lighting technologies with sports, advertising and stadium entertainment.

For one example of the Colosseo reputation, Brian Ballard (CEO at **APX Labs**, USA) talked about the Colosseo installation at the Verizon Center in America, "Colosseo is the most feature rich, open, and complete content distribution system we've seen to date. Its deployment at the Verizon Center enabled us to efficiently integrate our Skybox platform for Google Glass with live content and give fans a whole new level of engagement. It really is a professional grade system with fantastic support."

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The Colosseo claim to fame is their status as only company in the world to have implemented four, **real-time biometric facial recognition systems** to enhance stadium security (Slovnaft Arena in Bratislava, Spis Arena in Slovakia, Krakow Arena in Poland and Petrovsky Stadium in Russia). And the significant point here is how ColosseoEAS recognized early on that security can be intrinsically linked to digital signage: after all, in most sports defense is equally important to offense.

The most successful Colosseo venue (ranked 4th) is the Ice Palace in St. Petersburg *[shown above in photo]*

, a home venue for the KHL's SKA St. Petersburg, equipped with the **Colosseo Biometric Face Recognition System and Single Media Platform** to cater to an average 11,789 fans per game.

The next Colosseo venue on the IIHF list was O. Nelpu Stadium in Slovak Republic-- Colosseo's signature venue with an average of 8819 visitors per game (ranked 12th).

The next two Colosseo venues in the rankings are in the Czech Republic – Kometa Brno at DRFG Arena (14th) and Sparta Prague (18th) in O2 Arena, followed by another two teams from Switzerland – Lausanne HC (25th) playing at Espace Malley Arena and Geneve Servette (26th) at Patinoire des Vernets.

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The success of the Slovakian team **HC Slovan** playing at O. Nepela Stadium has helped Colosseo's reputation just as Colosseo significantly contributes to its safety via a biometric access control system. Their technology increased stadium safety (as well as improving infotainment and fan engagement) and that inspires more fans to attend regularly to support their home club.

It proves the point: in hockey arenas, security is important to everyone who gives a puck.

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