



LITTLE CAESARS ARENA



Domain

Crowd Simulation

Application Area

Stadium & Arenas

Country

The United States of America

Goal

Realize a safe and secure crowd management in arena and the surrounding congested neighbourhood

Facts & figures

- Multi-use eight-story indoor arena
- The ice surface 40 feet (12 m) below street level
- Projected seating capacity of 20.000
- 60,000 m2 of sports and entertainment district in and around downtown Detroit

“The simulation software was an intricate part of our Safety Act Certification preparation and application”

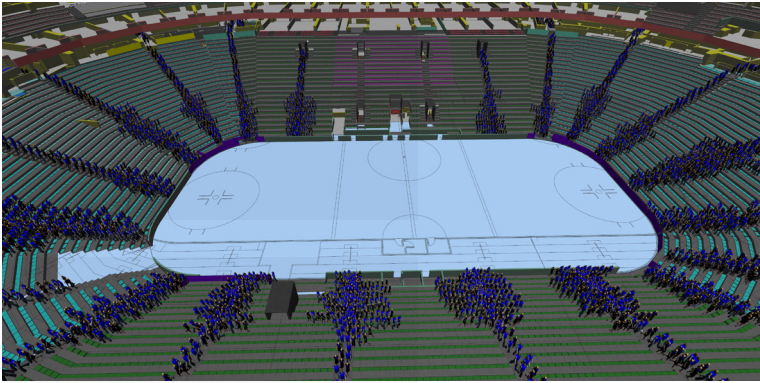
Richard Fenton, CSSP, Vice President, Corporate Security and Safety, Ilitch Holdings Inc.

DETROIT RED WINGS

Detroit Red Wings new facility - Little Caesars Arena leverages INCONTROL's simulation software for safe & secure crowd management in arena and surrounding congested neighborhood.

For the multiple type events that will occur at the Little Caesars' Arena and the adjoining neighborhood, the safety & security team will be in a better position to anticipate, plan, train, communicate and deploy staff, to effectively and efficiently manage a safe environment for attendees, participants and staff.

“For the multiple types of events that will occur at the Little Caesars Arena and the adjoining neighborhood, District Detroit, the safety and security team will be in an enhanced position to anticipate, plan, train, communicate and deploy staff to effectively and efficiently manage a safe environment for attendees, participants and staff.” Said Richard Fenton, CSSP, Vice President, Corporate Security and Safety, Ilitch Holdings Inc. Fenton further stated that, “the INCONTROL's simulation software was an intricate part of our Safety Act Certification preparation and application, by demonstrating our ability to develop effective safety/security plans.”



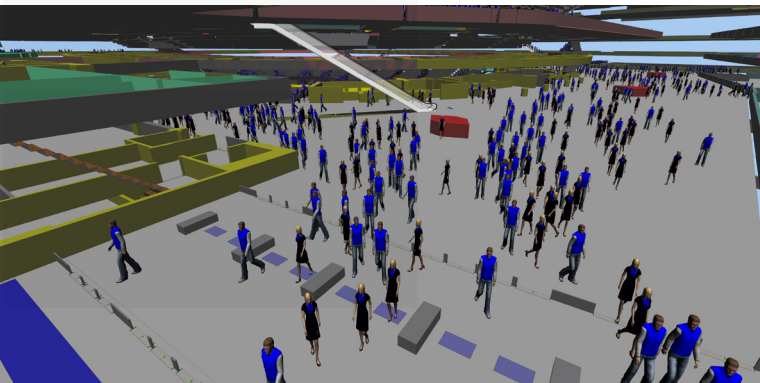
PLANNING

The solution assists the planning team in developing and validating event and emergency plans, resulting in the identification of gaps in resources and training.

Little Caesars Arena is able to simulate unlimited functional scenarios such as ingress, egress, crowd flow, evacuation, and sheltering to experiment and explore various response options.

TRAINING & EXERCISE

By using the simulator it helps the venue safety & security team, as well as their public safety partners to define appropriate roles and responsibilities, allowing them to customize training plans and sharing venue-specific needs with event staff and stakeholders. The solution runs the "What-IF" scenarios that can be encountered during any event and is intended to serve as a road map for them to continually make improvements. Finally, it allows them to visualize the response to plans, and helps the team SEE how to implement those plans.



OPERATIONS

The INCONTROL simulation software addresses operational needs such as estimating queue times and crowd flows, identifying resource requirements, maximizing the effectiveness of signage and asset positioning, as well as optimizing commercial areas and retail locations within a venue or event. By addressing these needs, operations and processes can be both tested and validated. Any data inputs can be presented on a visual representation of the Little Caesars Arena.

"Simulation allows us to visualize the risks and threats of crowd management and the designed procedures for all staff and first responders making it an exceptional tool for preparation, training and evaluation."

Johnny Jackson, Director, Corporate Security & Safety, Detroit Red Wings, Inc.