

Huawei and BVB present High Speed Wi-Fi Concept for SIGNAL IDUNA PARK at CeBIT

Hanover, Germany, March 14, 2014 – Huawei, a leading information and communications technology (ICT) solutions provider, held a co-event with soccer club Borussia Dortmund GmbH & Co. KGaA (BVB) at the Huawei booth C50 in hall 2 at CeBIT. In this frame BVB key player Mr. Neven Subotic presented a BVB jersey to Mr. Swift Liu, President, Enterprise Networking Product Line of Huawei Enterprise Business Group.

Huawei and BVB set up their partnership in September 2013. Huawei deploys Germany's biggest Wi-Fi network for the SIGNAL IDUNA PARK. Servicing over 80,000 users, fans and audience will be able to enjoy reliable, high-speed wireless network anytime and anywhere inside Germany's biggest stadium with the highest average attendances in Europe.

During the event, Mr. Subotic shared his expectations on the wireless smart stadium and signed photos and autographs for fans. Three lucky winners were presented with seasonal tickets for the BVB 14/15 soccer season during the lucky draw session.

“As one of the leading soccer clubs in the world, we have always been interested in finding ways to deliver innovative services to our supporters. To enable us to optimize our operations and offer differentiated services, we think that it is important to install a new wireless infrastructure in our stadium,” said Mr. Carsten Cramer, Borussia Dortmund GmbH & Co. KGaA. “I am quite confident that the successful installation of the new Wi-Fi infrastructure will innovate and optimize match day experiences for our supporters.”

A model of the Huawei high-density smart stadium solution for SINGAL IDUNA PARK is showcased during CeBIT 2014 from March 10 to 14, 2014, at booth C50 in hall 2.



Photo Caption: Mr. Neven Subotic, key player of Borussia Dortmund (right), presents a jersey to Mr. Swift Liu, President, Huawei Enterprise Networking Product Line (left), at CeBIT 2014

About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Huawei is committed to creating maximum value for telecom operators, enterprises and consumers by providing competitive solutions and services. Its products and solutions have been deployed in over 170 countries, serving more than one third of the world's population.

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