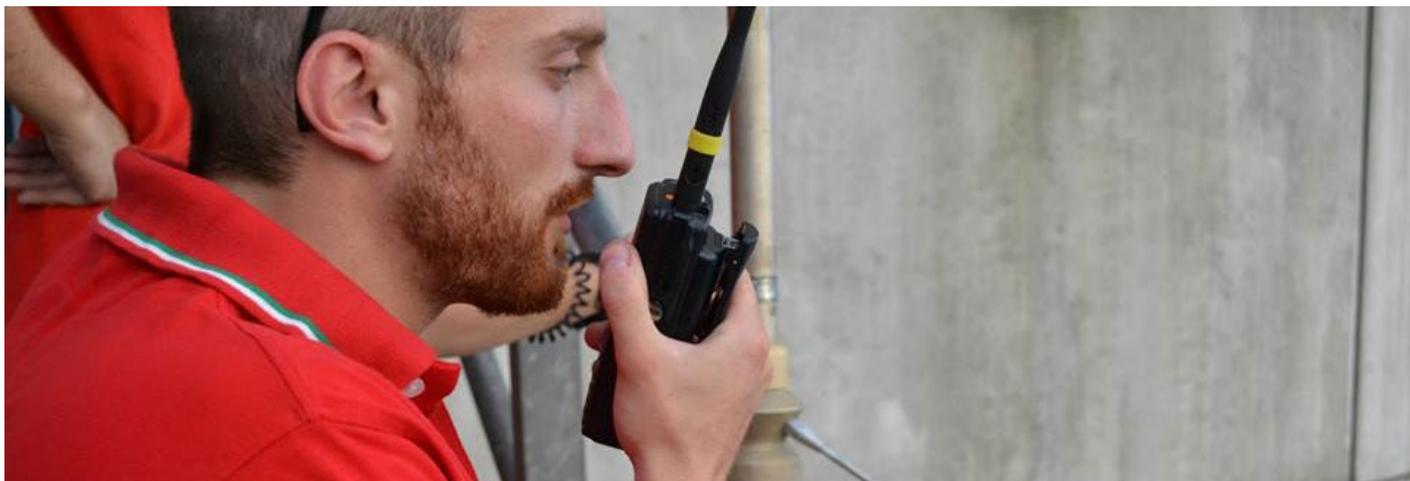




# MOTOTRBO™ TAKES CENTRE STAGE AT SAN SIRO MILAN CONCERTS

RED CROSS ITALY USES MOTOTRBO AND SHORTTRACK LIVE TO COORDINATE AND LOCATE TEAMS AT THE SAN SIRO STADIUM



## THE ITALIAN RED CROSS – STADIO GIUSEPPE MEAZZA, 'SAN SIRO' MILAN

The Stadio Giuseppe Meazza, commonly known as San Siro, is a football stadium located in the San Siro district of Milan, Italy. With a seating capacity of over 80,000, it is home to both A.C. Milan and F.C. Internazionale Milano and also hosts numerous sporting and music events.

The Italian Red Cross (CRI) has been in charge of health and safety at various concerts at San Siro. CRI is part of The Red Cross, the world's leading humanitarian and disaster relief organisation. Over the past couple of years, CRI has been migrating to MOTOTRBO radios for its emergency response teams throughout Italy.

The Milan office of the Lombardia branch of CRI approached Saitel Telecomunicazioni srl to also replace its analogue radio fleet which it had been using to ensure safety at these concerts. Saitel has been a Motorola Solutions Channel and Application partner for over 30 years. It has worked with the Italian Red Cross on key projects throughout the country and prides itself on being able to provide effective turnkey solutions.

For the San Siro concerts, CRI wanted radios that could provide excellent audio clarity against the extreme background noise and that were easy to use. Another key requirement was to allow controllers to be fully aware of the staff deployment across the stadium so they could mobilise the right people and deploy the personnel closest to any incident when needed. Motorola Solutions' MOTOTRBO radios and Saitel's location tracking application provide the perfect solution.

### CUSTOMER PROFILE

**Organisation:**  
Red Cross Italy (CRI),  
Lombardia Region, Milan Office

**Industry:**  
Humanitarian Aid

**Location:**  
Milan, Italy

**Partner:**  
Saitel Telecomunicazioni srl  
(Reseller and Application  
Partner)

### Motorola Solutions Products:

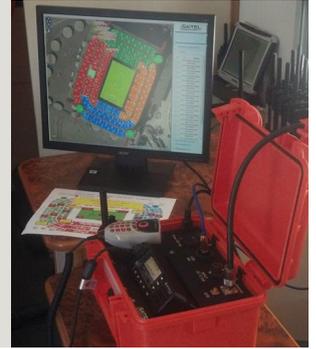
- 1 DR 3000 MOTOTRBO Repeater
- 40 DP4801 Portable Two-Way Radios
- 1 DM4601 Mobile Two-Way Radio
- IMPRES™ batteries and chargers
- MDPMMN4013 Remote Speaker Microphones

## CASE STUDY

MOTOTRBO FOR RED CROSS, MILAN

**“The MOTOTRBO radios and Saitel’s ShortTrack Live software means we can clearly communicate with agents and locate and coordinate our teams effectively during events. We are able to respond quickly and efficiently to any incidents and ensure public safety. Our volunteers love the radios. We will definitely continue to use this combination of technology, both at San Siro and other locations.”**

Danilo Esposito, Head of Telecomms, Italian Red Cross



## CHALLENGE

CRI needed to ensure public safety and smooth operations at the concerts, whilst not impacting on fans’ enjoyment. CRI was facing two key challenges: being able to locate an agent quickly in a packed stadium and noise levels, which can rise to over 110 dBA at some concerts.

Using the previous analogue radios, operative agents had often struggled to hear and convey messages during concerts. It was also impossible for the CRI controller to immediately know the position of all agents across the stadium, as, previously, he would have to have made several calls to try and locate the nearest team member to an incident. This inevitably slowed response times.

## SOLUTION

CRI equipped forty of its operative agents with MOTOTRBO GPS-enabled portable radios (DP4801). To manage the fleet, a Red Cross van parked just outside the stadium during events served as the control room. It was equipped with a mobile DM4601 as a centralised base unit, transported in an IP67 certified extremely robust box, weighing just 4,5kg, so it could be easily and safely moved if the controller had to change position during the concert and easily transportable when needed at other events.

ShortTrack Live, Saitel’s web-based application for fleet management, was also installed on a standalone laptop computer in the control room. Saitel mapped the stadium, dividing it into five colour-coded areas: four areas covering the stands and seating areas, with the fifth covering the pitch area. In addition, a DR 3000 MOTOTRBO Repeater was temporarily set up in the stadium’s technical room and can also be easily relocated when it is needed at other sites.

The agents can now call other agents equipped with a DP4801 and also make calls to the controller in the mobile control room. The controller, in turn, can make individual or group calls to agents, if he needs to mobilise a whole unit or reach all team leaders, for example. He can also check if a radio has been switched off and enable or disable a radio, if it has been lost or stolen.

Using the ShortTrack Live GPS application with the stadium map, the controller can easily locate each agent on his screen in the mobile control room. Then he can evaluate the closest agent – and number of agents in the sector – to deal with any health or safety incidents and contact them with instructions. The ShortTrack Live GPS application was first tested live during a concert.

To ensure the smooth running of the new radio system, Saitel provided technical support on site at the stadium at the first two concerts. Saitel also installed a 5 Tone Signalling option board in the DP4801 radios so they retained the user interface of the previous radios. This option board had been originally designed for the CRI’s emergency services teams as they migrated from analogue to MOTOTRBO.

## BENEFIT

Thanks to MOTOTRBO’s built-in digital noise rejection and error correction, agents can transmit and hear clear communications from everywhere in the stadium, even during the loudest of songs. The Intelligent Audio feature means the radio volume automatically adjusts, depending on background noise.

The ShortTrack Live application has allowed the control room to locate the radio users in real time. The controller can communicate clearly with the closest agent to any incident. Response times have consequently significantly reduced compared to at previous events.

Agent productivity and efficiency has increased, with a smaller number of agents being able to deal effectively with the same workload. And as the radios offer the same user interface as the previous radios, both experienced operators and occasional volunteers are able to immediately start using the MOTOTRBO radios with no training.

The sheer simplicity of the components involved – a mobile repeater, radios, a transportable base station and a PC – means that CRI can implement the system extremely quickly and in virtually every situation. It has already used the system at further events at other locations. This makes this solution critical for a type of organisation like the Red Cross, as well as ensuring an excellent ROI.

### Applications:

- ShortTrack Live Application
- Italian Red Cross specific option board

### Benefits:

- Clear communications during concert
- MOTOTRBO noise cancelling for best-in-class audio
- Real-time agent location
- Faster response time to incidents
- Increased personnel productivity and efficiency
- IMPRES battery life for enhanced performance
- Easy-to-operate radios
- Rapid solution deployment
- Mobile solution allowing deployment at other locations

For more information on how Motorola Solutions’ MOTOTRBO deployments can improve your field operations, please visit us on the web at [www.motorolasolutions.com](http://www.motorolasolutions.com) or access our global contact directory at [www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)

[www.motorolasolutions.com/mototrbo](http://www.motorolasolutions.com/mototrbo)

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