

PRESS RELEASES

BTD contracted to the Brazil World Cup 2014

Belo Horizonte, 27 January 2012

The "Mineirao" in Belo Horizonte, will have their first test run at the Confederations Cup 2012, prior to the upcoming 2014 World Cup in Brazil. In order to meet the demanding FIFA IT Requirements, the project consortium "Minas Arena" hired BTD, who will bring their World Cup know-how into the project and provide a detailed technical analyses.

After the world famous Maracana in Rio de Janeiro, this new multi-purpose arena in Belo Horizonte will boast a capacity of 70,000 seats, being the second largest stadium in Brazil. The "Mineirao" is located in the heart of the 2.5 million business metropolis in the state of Minas Gerais, an hour's flight north-west of Rio.

In an elaborate reconstruction, the historic stadium will become one of the most modern in Brazil.

In comparison to other World Cup Stadiums, the renovations have significantly progressed to an extent. Time however, is of the essence as the official schedule stipulates that work should be completed and finalized by the end of 2012.

The Minas Arena will ensure the project is technically on track and on time for the 2013 Confederation Cup by hiring BTD. BTD has been active in Brazil for two years and brings experience from the 2006 World Cup in Germany as well as extensive experience in various national and international stadium projects. From 2003, BTD has since been responsible for the technical design and planning at the Allianz Arena in Munich and still carry out technical management to this day.

As a first step, BTD will conduct a comprehensive audit in the "Mineirao" and analyze the current plans for the IT infrastructure components and services. This will focus on both, meeting the IT requirements for the upcoming FIFA World Cup 2014 as well as to the sustainability for a long-term economic operation for the next 27 years. Within this period, the PPP consortium, consisting of the responsible State of Minas Gerais and the Brazilian construction companies Construcap, Engesa and HAP, will be responsible for stadium operations.

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About BTD Group:

The BTD Group was founded in 1997 by partners Stefan Leibhard and Kersten Kroehl and started its business with BTD Telekommunikation GmbH, providing ICT business solutions to corporate clients.

With the business areas of Newmedia (Online Services), Mobile Management, Managed IT- Services and Technology Consultancy for Stadia and Venues the companies BTD Newmedia, BTD Service, BTD System and BTD International Consulting AG (CH) followed.

Today, with 110 employees, the BTD Group represents a provider for integrated IT and Online solutions. All business areas are completely self financed by its partners.
Also see our website www.btd.de