



UROS lands naming rights to new Tampere arena

5th March 2020 - Tampere, Finland. UROS and Tampere Deck Arena today announced a 10-year deal to name the arena UROS LIVE.

UROS LIVE is on schedule to open in 2021, and will be a rarity in Europe as a multifunctional downtown arena with up to 15,000 seats. The arena will enable comprehensive digital experiences and various types of events, ranging from mega sports events and world class concerts to corporate and family events. The arena's digital ecosystem will unlock a new type of synergy for its stakeholders, including a top-class hotel, an international casino, extensive conference and meeting services and numerous restaurants.

The experience center will also serve as the home for Tampere ice hockey teams Tappara and Ilves. UROS LIVE will host over 1 million visitors annually and has already been confirmed as the main venue for the 2022 IIHF Ice Hockey World Championship.

Commenting on the new partnership, UROS Group CEO **Jerry Raatikainen** also shed light on the company's next step. *"With this announcement we are excited to share the news of our branching out into the digital experience space, an extension of our commitment to strategically develop smart city solutions. We will bring together event stakeholders into one platform and harness the power of AI to create new value for all parties in the ecosystem, transforming the event experience, as we know it today. UROS will digitalize the technology enablers for service providers and UROS LIVE in Tampere, Finland; will serve as the first deployment globally."*

"When looking at what a world class facility this will be, becoming the naming rights partner was a perfect match with the UROS brand. The team behind the arena project shares our vision and ambition to challenge the status quo, and we couldn't be happier to work together going forward", Raatikainen continues.

The partnership is a unique fit for what the parties believe will propel the event business into a new era of digitalisation and will be the greatest arena in Europe. Solutions and services developed by UROS will enable arena stakeholders and guests of the venue to create and enjoy completely new types of experiences.

"The best partners are those who can add value to our visitors. In addition to the naming rights deal, we are looking forward to working with UROS on a digital platform that will bring together all the services related to the arena experience", said **Marko Hume**, CEO for the arena.

"There is demand for a versatile arena in our modern world; a world in which people are choosing experiences and services over possessions. Even in the digital age, people want to meet each other and experience things together. Through the value created by teaming up with UROS, our arena partners will be able to build a more intense and deeply rooted connection with arena visitors, and bring fan engagement to a new level. It's really all about the fans", Hume adds.

UROS LIVE will be the first downtown arena in Europe, and will significantly enhance the attractiveness of the City of Tampere and the surrounding Pirkanmaa region.

"The thriving and progressive future cities will provide services that are digital, user-friendly, as well as end-user-driven. These are also the key drivers of the City of Tampere, and we will take one-step closer to making them real today when our Arena forms a partnership with one of the forefront companies of the IoT industry in Finland, UROS Group. The new arena UROS LIVE is a significant milestone to the City of Tampere and our citizens. It enhances our means to host and organize major events all year round. Tampere works toward becoming the leading city of attractions, events, and amusement in the Nordics", emphasizes the Mayor of the City of Tampere **Lauri Lyly**.

More information:

UROS Group, Jerry Raatikainen, CEO, jerry.raatikainen@uros.com

UROS LIVE, Marko Hume, CEO, marko.hume@uros.live

Founded in 2011, UROS is a Finland-based technology company that develops smart connectivity and turnkey IoT solutions. Headquartered in Oulu, UROS is a respected partner to the world's largest telecom operators and technology giants, such as AT&T, China Telecom, Qualcomm and Motorola. In the spring of 2020, UROS will open a new 5G & IoT Innovation Center in Oulu. When announced, the news of the Innovation Center were picked up with enthusiasm and even received praise from President Trump in a White House press conference. The founder and owner of UROS, Jyrki Hallikainen, is a respected entrepreneur and a mobile industry pioneer.

UROS LIVE is the first experience arena in Europe to rise to the heart of the city. UROS LIVE sports, entertainment and congress facilities are managed by leading Finnish players. Lapland Hotels is responsible for hotel operations and restaurant offerings include NoHo Partners, Hartwall and Red Bull. The flagship of entertainment is Veikkaus' casino. In addition, the home games of Tappara and Ilves form an important part of the events. Ticket sales for all events are the responsibility of Lippupiste. UROS LIVE arena will be completed by the end of 2021 and the arena can hold up to over 15,000 spectators. UROS LIVE Arena is owned by LähiTapiola, OP, Ilmarinen, SRV and City of Tampere.

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