



Elevating the fan experience at Prudential Center

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As days get shorter and nights get cooler, leaves aren't the only things turning red in northern New Jersey. Each autumn, a different kind of crimson descends on the City of Newark. It's hockey season, and the destination for over 15,000 red-decked Devils fans converging on the Prudential Center. Win or lose, this iconic arena scores with fans of all kinds: Hosting events is its function, but creating memories is its purpose.

That's why the Prudential Center was created. Since it opened its doors in October 2007, it has sought to be a place where 1.7 million attendees per year cultivate incredible memories.

Prudential Center aims to be the "town square that represents all that is great about the community we live in," says Hugh Weber, President of Harris Blitzer Sports & Entertainment and the New Jersey Devils and Prudential Center. Prudential Center has achieved much success in its first ten years. Since new ownership took over three years ago, Prudential Center has been strategically

building a world-class sports and entertainment organization that is committed to creating innovative ways to enhance the fan experience and give back to local communities.

From the record-setting high-definition center-hung scoreboard, to first-class dining and entertainment options, to a seamless transit experience from entrance to seat, Prudential Center prides itself on making visitors feel at home.

Concerts, sports and much more

While Prudential Center may be best known as the home of the New Jersey Devils, more than 175 events take place there every year. With nearly 70% of Prudential Center visitors coming from New Jersey, their goal is to be the place where New Jersey natives and visitors alike can come to create memories that will last a lifetime. In celebration of its 10th anniversary, Prudential Center became the official east coast home of the GRAMMY's, when it opened the GRAMMY Museum Experience Prudential Center on October 20, 2017.



Team players

When it came to choosing a mobility provider, Prudential Center wanted a company that shared its values. That's why, for Prudential Center EVP of facility management and strategic planning Mark Gheduzzi and his team, Schindler was the perfect fit. At the core of the partnership, there lies a common set of shared values: dedication to innovation, commitment to the community, customer service, safety and reliability. Schindler was on the Prudential Center job site before the first shovels hit the dirt, playing an instrumental role in the engineering and design of the arena's mobility infrastructure to enable optimal flow of visitors throughout the venue.

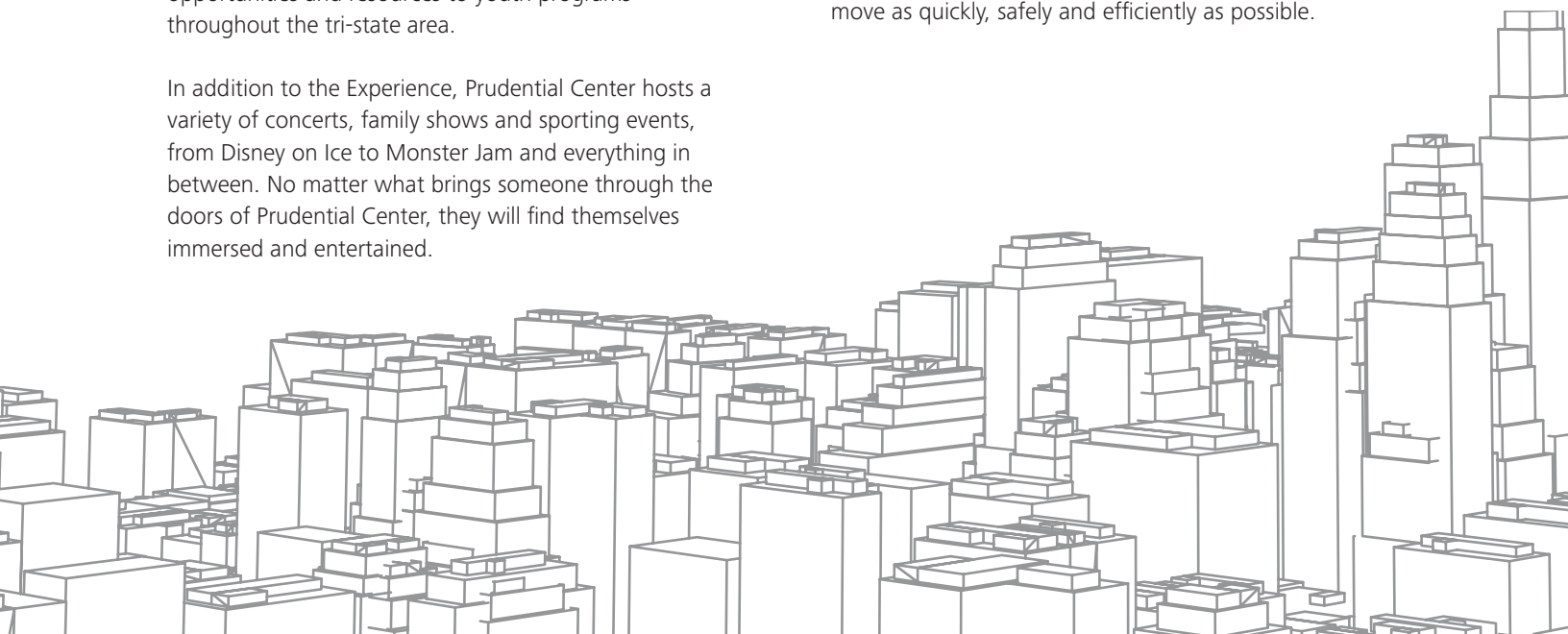
In addition to the floor-level seats occupied by the biggest sports and entertainment fans, Prudential Center has three major seating levels, bringing capacity as high as 17,500 and making seamless movement before and after events critical. Schindler provided 10 escalators and 10 elevators, helping move 90% of Prudential Center visitors at each event. "Schindler is an extremely important component of our guest experience," says Brittanie Boyd, vice president of guest services at Prudential Center. "It's very important to be able to move our guests vertically through the building so they can get to their next location," so the ease and efficiency with which guests interact with Schindler's products is a core part of the fan experience.

Newark, a city known for its robust cultural roster and educational programming, is an ideal location for the GRAMMY Museum Experience, which encompasses 8,200 square feet of exhibit space filled with interactive features, tributes to local music icons, and much more. Developed in large part for educational purposes, the GRAMMY Museum Experience Prudential Center will also provide support for supplemental music development in the area. It aims to raise funds to support existing arts and culture programs, while also providing new educational opportunities and resources to youth programs throughout the tri-state area.

In addition to the Experience, Prudential Center hosts a variety of concerts, family shows and sporting events, from Disney on Ice to Monster Jam and everything in between. No matter what brings someone through the doors of Prudential Center, they will find themselves immersed and entertained.

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Whether people are using the geared freight or hydraulic garage elevators for a smooth load-in for event staff, riding in one of the eight gearless passenger elevators or 10 Schindler 9300 and 9700 escalators, Schindler's top-of-the-line, transit grade products are designed to move as quickly, safely and efficiently as possible.





At the top of their game

To not just maintain, but improve its ranking as a top-5 venue in the U.S. means Prudential Center is never satisfied with the status quo. Whether it's installing the largest high definition in-arena scoreboard in the world or attracting the world's most popular acts like Bruno Mars and Katy Perry, Prudential Center is always looking for ways to provide fans the most dynamic, engaging and technologically-advanced experience in the industry today.

When it comes to elevators and escalators that means tapping into the power of big data to improve service, reliability and uptime. Prudential Center will be one of the first North American facilities to pilot Schindler Ahead – Schindler's predictive maintenance technology powered by GE Predix. "The biggest challenges to us in facilities management are the things that come up that you don't know about," said Gheduzzi. "It's the unknown, and it's the nature of live events." Schindler Ahead will grant guests and staff alike the peace of mind that the building's equipment is being carefully monitored for safety and performance. For facility managers, Schindler's













technology means equipment problems are solved before they ever occur, improving both the fan experience and the bottom line while providing the next level of transparency and continuous improvement through real-time data sharing.

As Prudential Center celebrates 10 years of helping its guests make memories that will last a lifetime, it also celebrates 10 years of partnership with Schindler and together, helping take the fan experience to new heights. ■

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Fast facts



	Building	Prudential Center, Newark's "Town Square"
	Nickname	"The Rock"
	Accolades	Top 5 Arena in the U.S. according to Pollstar The largest in-arena, center-hung scoreboard in the world (measuring 9585 sq. feet and weighing over 44 tons)
	Square feet	304,920
	Capacity	15,000
	Annual Attendance	1.7 million guests per year
	Completion Date	October 2007
	10 Elevators	8 Schindler 400A gearless 1 Schindler 330A hydraulic, 1 freight
	10 Escalators	8 Schindler 9300 and 2 Schindler 9700
	Interior Features	4 levels of seating, 76 luxury suites 6,000 sq. foot Devils mural 4 LED rink-side ribbons Multiple bars & lounges
	Event Profile	175 events on average annually including concerts, family events, sporting events, exhibits, etc.
	Length of Partnership	10+ years

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Schindler has received renewal to ISO 9001 and
ISO 14001 certificates.



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paper containing post-consumer waste fiber.