



Brazil Sets The Pace

Tactile Floor Indicators Improve Accessibility in the Brazilian World-Cup Stadiums

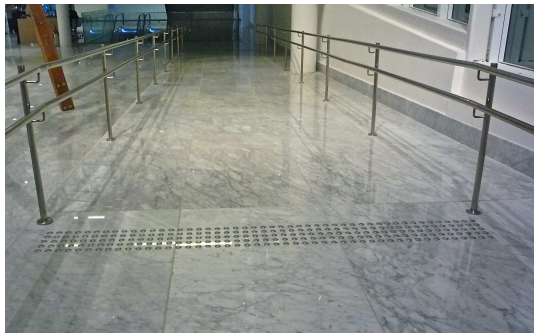
Demographic changes and accessibility were two of the top topics at the FSB trade fair in October. Using the Arena Fonte Nova as an example, we would like to demonstrate how the host of the 2014 World Cup has made their stadiums fit for the future. And accessibility plays a big role in that.

The FIFA Confederations Cup saw success at the Arena Fonte Nova in Salvador da Bahia, a 3 million strong Atlantic metropolis: In June, three matches took place there, including Italy's 3:2 win against Uruguay, which secured Italy third place. The sports facility which has a modern tactile guidance system in place will also be one of the venues for the 2014 World Cup and the Rio 2016 Olympic Games.

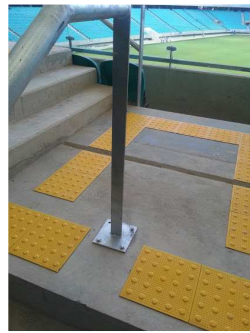
The target group? Everyone!

A lot of positive things have happened in the German stadiums concerning accessibility. Additional seats have been made available for the blind as well as the visually and mobility impaired fans. Sales-counters have been lowered for wheelchair users and much, much more. So far however, the use of tactile floor indicators has been largely forgone, even though their target group is by no means limited to the blind and visually impaired. On the contrary: such guidance systems benefit visitors who don't have a visual

impairment and especially benefit older visitors who might be experiencing reducing vision, by providing a navigational aid and improving personal safety.



A tactile warning, using floor indicators, alerts all visitors to areas of risk. Tripping and falling can therefore be avoided.



Visitors are guided to their seats in the arena.



Outside it links public transport stops and parking areas to the stadium.

Tactile Guidance Systems are already directing the flow of visitors in many places

Today, guidance systems of this type are already guiding visitors around airports, schools, shops, hospitals and many other public buildings. They promote a steady flow of large numbers of people, particularly in heavily frequented areas and in an emergency they conveniently help people to quickly navigate their way.

This system works so well because visitors do not need a white cane in order to feel the tactile indicators, they are discernible by simply stepping on them. Additionally, the variety of colours available (the Odile® system is available in all RAL colours) ensures maximum visibility and contrast can be achieved. Our partners are working on site to equip more of the stadiums in Brazil: In addition to the Arena Fonte Nova, the national stadium in Brasilia and the Arena Pernambuco in Recife, are also being fitted with a tactile guidance system in time for the start of the tournament.

Hassle Free Changes and Adaptations

New: guidance systems used temporarily (e.g. for trade fairs, conferences and concerts) as well as permanently can be adapted, changed and added to, completely hassle free. No special tools are required for this, as the individual elements have their own special adhesive layer and where necessary, can be applied with the use of a template. For outside, our tactile guidance system is also laid using our special adhesive tapes; for more challenging surfaces we additionally use another adhesive system which evens out inconsistencies. Depending on the floor surface, a simple pre-treatment may be necessary.

Desmopan® - a high-tech material, with the stamina for sport

Our guidance system is made of Desmopan® from Bayer - an especially high quality synthetic material, which has been successfully used by the leading sports shoe manufacturers for quite some time. The material is robust and hard-wearing but flexible, free from plasticisers and light-weight meaning it can also be used on bridges. Its temperature resistance guarantees that it can be used both indoors and out without the risk of deformities occurring. It fulfils the test requirements of FMVSS 302, DIN 4102-1 B1 and UL94 HB for flammability.

Markings and Warnings

A tactile warning consists of protrusions, either as domed or corduroy tiles or individual domes or rounded bars which are fitted at the tops of stairs for example, to draw attention to areas of risk such as steps and ramps. For steps and stairs: attention should be drawn to the first and last step by creating a long-lasting, visual contrast, without creating a tripping hazard, as demonstrated in the following examples taken from Frankfurt Airport and the Arena Fonte Nova in Salvador da Bahia.

If you have any questions about the topic of accessibility or our products, we would be happy to help! Simply contact us using our contact details below. Make your sports facilities accessible and walk the path of inclusivity with us!

