



ATALANTA STADIUM, BERGAMO



BACKGROUND

In the heart of Bergamo, the **new underground car park** at the Atalanta football team's stadium is a key piece of infrastructure for urban mobility and for enhancing the city's sports area. Thanks to the sporting achievements of La Dea (as the people of Bergamo call Atalanta) in recent years, the stadium has attracted fans and visitors from all over Italy and abroad.

Built to meet growing accessibility needs, the car park offers a **modern, digitalized** service to support both daily activities and major sporting events. With a capacity of **348 parking spaces**, it is designed to be easily accessible and connected to the city's services. Furthermore, being **open 24/7**, it welcomes both occasional users such as visitors and fans, as well as season ticket holders, workers and residents of the area daily.

Served by cutting-edge Jupiter system together with JMS platform, the parking facility is reserved exclusively for sports clubs during sporting events.

ATB Spa, the municipal company that coordinates public transport and parking in the Bergamo area, has modernized the new stadium car park together with HUB Italia, creating a concrete example of how technology can support the city, improving its accessibility and the **interconnection of urban mobility services**.



CUSTOMER REQUESTS

- Efficient management of public and reserved parking facilities during events
- Modern and scalable system
- Integration with **Italian toll systems** UnipolMove and Telepass
- Integration with AGLA VMS panels to simplify user access
- Digital tools for real-time communication with the public (messages, event schedules, closures)
- Integration with Parclick app for parking reservations
- **Real-time monitoring and data analysis** via JMS management platform
- LPR number plate recognition technology at entry and exit lanes
- Assistance via Intercom



SOLUTION

HUB Italia designed and commissioned the Jupiter **access control management system**, a comprehensive, robust and scalable system integrated with JMS management software, capable of responding with maximum flexibility to the various operational requirements of the site. The system, consisting of 1 LE entry terminal, 1 LX exit station, 1 APS automated pay station, and 1 FCJ fee computer, is equipped with **ANPR number plate recognition cameras** to provide fast, secure and automated access. The digital layer for managing physical devices is governed by **HUB's JMS system**, a versatile platform that allows **centralized control of all data flows** (transits, transactions, validations), report generation and real-time data analysis, thus ensuring optimal parking management. The car park supports both short-stay parking and various types of season tickets, while also guaranteeing exclusive use of the space during sporting events: spaces are reserved for sports clubs and event participants. In addition, **JMS interfaces seamlessly** with VMS (Variable Message Sign) signage system, automatically updating the LED info-mobility panels in the facility with messages relating to event times, space availability and any closures, without the need for manual intervention by the operator.

Since the stadium is in a lively urban area, the property has activated **HUB's J4M web validation** platform, through which affiliated facilities can issue vouchers and discounts directly from smartphones or tablets. The platform **promotes user loyalty** and, through integration with JMS, provides access to detailed reporting and supports marketing operations.

Another effective digital integration with JMS is with **Parclick**: users can book their parking space online (or via app), pre-pay, and access the car park in a completely contactless manner. Tourists, fans and visitors can thus plan their visit to the city or stadium in advance, ensuring convenient and secure parking.

For ATB, this translates into **more efficient booking management** and **increased profitability** thanks to the optimization of car park occupancy. All this is available on JMS. The peripheral renewal project was completed in just one week, with rapid commissioning and no inconvenience to the public. The site is now an example of how technology, efficiency and digital management can contribute to the enhancement of major sports and urban infrastructure.

Thanks to the HUB system, Atalanta's stadium has a **fully digitized facility**, with advanced analysis tools and a dedicated support service to ensure operational **continuity, safety and performance** over time.