



# STREET CHARGE CASE STUDY

## Ulster Rugby - Kingspan Stadium



POWERFUL PARTNERSHIP: TOMMY BOWE, RORY BEST AND ANDREW TRIMBLE USE THE NEW POWER NI STREET CHARGE POINTS AT KINGSPAN STADIUM.

Northern Ireland's leading energy supplier, Power NI, has teamed up with Ulster Rugby to bring fans a unique, new service at Kingspan Stadium. Two solar powered phone-charging points have been erected at the Memorial Archway, which fans can use to give their phone batteries a quick boost – absolutely free!

The Street Charge points were officially launched on Friday 21st November 2014 at the Ulster vs Ospreys match at Kingspan Stadium, Power NI Commercial Sales and Marketing Manager, Alan Egner, explains: *"These Street Charge points are popular across the United States but are ideally suited to our climate.*

*They store up solar power during the day, allowing fans to top up the charge on their phones on busy match nights. They are located beside the food village so you can give your phone a quick boost while you're enjoying a snack or drink.*

*"At around 11ft tall, with their 'helicopter' style solar PV panels on top, they are very distinctive in appearance and we are hoping they will quickly become a natural meeting point for friends and family in the ground. They suit most types of mobile phones and will charge as quickly as the mains supply, but being solar powered they are kinder to the environment. Power NI has been a long-time supporter of Ulster Rugby and we are delighted to bring this great new service to the fans at Kingspan Stadium, which is a first for any sports stadium in Ireland."*



Roy Walker from Bravo Outdoor Advertising partnered Environmental Street Furniture to secure the placement of Street Charge at Kingspan following his 30 years' experience in Northern Ireland Outdoor Advertising and relationship with Ulster Rugby Club.

David Boyd, Stadium Manager, comments: *"At Kingspan Stadium we are striving to provide our fans with facilities which are in keeping with a world class, contemporary sports stadium. We were delighted when Power NI approached us with the offer to provide a state of the art mobile phone charging service which further enhances the amenities within our stadium."*

