

26 November 2021

给北京国安一个新家

腾讯云

<https://mp.weixin.qq.com/s/AFVgcmia7gsPwV6gMF4wYA>

定了！北京工人体育场即将复建回归。

工体，曾是建国十周年大庆献礼的北京十大建筑之一，它还是北京国安足球俱乐部的主场。

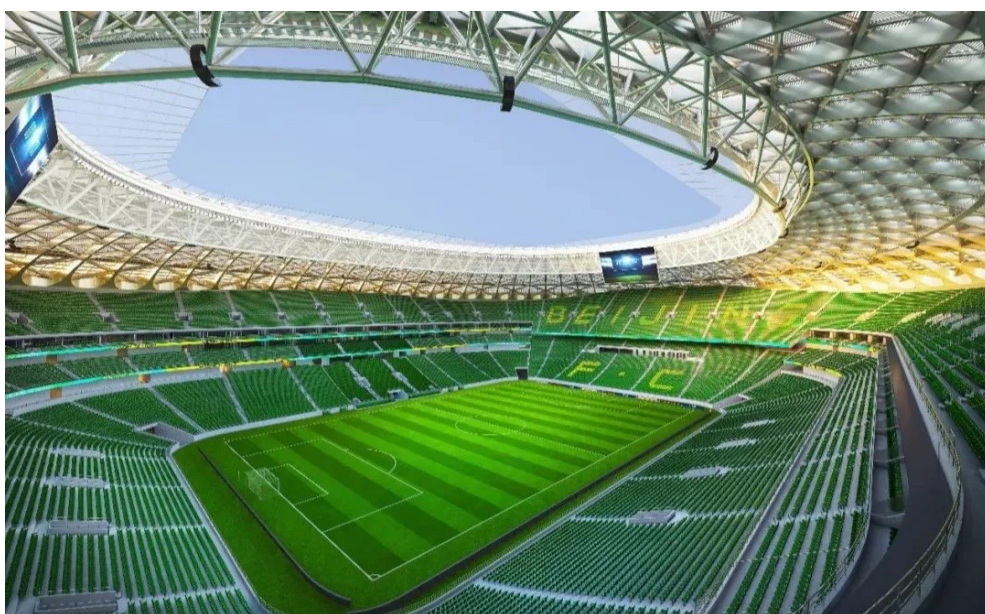
国安曾在这里与 AC 米兰、阿森纳、曼联、皇马等诸多世界级球队交锋，掀起“工体不败”的神话……



工体也承载了许多人的共同记忆。那些年，我们在这里看过全运会、亚运会、奥运会以及各大明星的演唱会，附近的酒吧街也是年轻人最爱的聚集地……

现在，我们将一起见证“智慧工体”的诞生。

今天，我们与中赫集团正式牵手，共同助力“新工体”成为世界一流的智慧体育服务综合体。



（新工体效果图）

新体验、新商业、新保障、新模式、新基建，“五新一体”的智慧工体究竟“智慧”在哪里？忍不住了，先给大家预告一波

01 全流程一站式服务体验

入场前：通过移动端/PC端官网了解最新赛事资讯和场馆攻略、享受AI数字化虚拟人提供的线上导游和咨询服务

场内：获取停车引导、智慧厕所、餐饮推荐等多种贴心现场服务

离场后：更具人性化的会员关怀

还有自动驾驶安防巡逻保障、智慧零售、全景高清移动慢直播等5G+科技最新应用

02 “人、赛、场”深度融合的精细化运营管理

打造“智慧工体”基础设施及综合管理系统矩阵，为场馆平日常态运行、重大活动高峰人流实时指挥调度、内部办公协同等提供全面支撑。

03 可持续高质量商业运行生态

打通从线上体育媒体资源，到线下赛事赞助、俱乐部代理、自主赛事、体育经纪等体育服务的方方面面，进一步探索更多围绕工体的商业业态。



（新工体效果图）

重建后的新工体，将成为全国首个融合了数字化技术的“文、体、旅、商”综合业态项目，在智慧化服务、管理和运营等方面先行先试，成为首都“文体名片、城市地标、活力中心”的代名词，对于处在转型中的文体行业具有标杆示范意义。

同时，中赫集团还将借助腾讯的数字技术，充分发挥文体、商业、服务、数字等优势，打造北京新消费地标。

2023年，新工体将举办亚洲杯开、闭幕式和决赛。答应我，一起去新工体看亚洲杯好吗？

26 November 2021 - Give Beijing Guoan a new home
Tencent Cloud

Deal! Beijing Workers' Stadium will soon be rebuilt and returned.
The Workers' Stadium was once one of the top ten buildings in Beijing to celebrate the 10th anniversary of the founding of the People's Republic of China. It is also the home stadium of the Beijing Guoan Football Club.

Guoan has played against AC Milan, Arsenal, Manchester United, Real Madrid and many other world-class teams here, setting off the myth of "undefeated in the workforce"...



Gongti also carries the common memory of many people. In those years, we have seen the National Games, the Asian Games, the Olympic Games and the concerts of major stars here. The nearby bar street is also a favorite gathering place for young people... Now, we will witness the birth of the "wisdom worker body" together. Today, we formally joined hands with Zhonghe Group to jointly help "Xin Gongti" become a world-class smart sports service complex.



(Effect drawing of the new worker body)

New experience, new business, new guarantee, new model, new infrastructure, where is the "smartness" of the "five new one" smart work body?
Can't help it, let's give everyone a preview first

01 Full-process one-stop service experience

Before entering the stadium: learn about the latest event information and venue strategy through the official website of the mobile terminal/PC terminal, and enjoy the online tour guide and consulting services provided by the AI digital virtual person

Inside the venue: get a variety of caring on-site services such as parking guidance, smart toilets, catering recommendations, etc.

After leaving: more humane member care

There are also the latest 5G+ technology applications such as autonomous driving security patrol guarantee, smart retail, panoramic HD mobile slow live broadcast, etc.

02 Refined operation management with deep integration of "people, games and field"

Create a "smart work body" infrastructure and comprehensive management system matrix to provide comprehensive support for the daily operation of venues, real-time command and dispatch of the peak flow of people at major events, and internal office collaboration.

03 Sustainable high-quality business operation ecology

Open up all aspects of sports services from online sports media resources to offline event sponsorship, club agency, independent events, sports brokers, etc., and further explore more commercial formats centered on industrial sports.



After the reconstruction, the new Gongti will become the country's first comprehensive business project of "culture, sports, travel, and business" that incorporates digital technology. The pronoun of "city landmark, vitality center" has a benchmarking significance for the cultural and sports industry in transition.

At the same time, Zhonghe Group will use Tencent's digital technology to give full play to its advantages in culture, commerce, services, and numbers to create a new consumer landmark in Beijing.

In 2023, the new sports club will host the opening and closing ceremonies and finals of the Asian Cup. Promise me, will you go to Xingongti to watch the Asian Cup together?