



UBS Arena and New York Islanders Announce Landmark AI Technology Partnership with Viam

Viam Becomes Official AI Technology Partner of Team and Venue + Official Helmet Partner of New York Islanders in Multi-Year Agreement Aimed at Enhancing Guest Experience

Belmont Park, NY (October 25, 2024) – UBS Arena and the New York Islanders are excited to announce a groundbreaking partnership with Viam, the engineering platform that unlocks the power of AI, data and automation in the physical world.

As part of a multi-year agreement, Viam will become the Official AI Technology Partner of UBS Arena and the Islanders, the first partnership of this kind for both organizations. The company's software technology will be integrated into many facets of the fans' journey in and around UBS Arena for games and concerts – from routing fans to the most efficient markets/concessions and restrooms to optimizing driving patterns for cars and shuttle services.

"Viam is at the forefront of helping organizations manage the transformative change that comes with AI," said Dan Griffis, President Global Partnerships at Oak View Group. "Their commitment to innovation aligns perfectly with our own, and we look forward to not only creating new experiences for Islanders fans and all of our guests at UBS Arena, but also making a dent in the sports and entertainment universe with a unique and transformational use of AI."

Viam was launched in 2020 by Eliot Horowitz, former co-founder and CTO of publicly-traded database giant MongoDB. Viam's platform allows hardware and software engineers to collaborate and build technology solutions that can be implemented across devices and smart machines in the physical world. In addition to sports and entertainment, Viam's customers include companies in robotics, food and beverage, climate tech, marine, and industrial manufacturing.

"Our partnership with UBS Arena and the New York Islanders demonstrates Viam's ability to translate opportunities around AI and data into meaningful physical applications," said Eliot Horowitz, Founder and CEO of Viam. "We're excited to work together to set the bar for how sports and entertainment venues integrate AI and help enhance the incredible experience provided to anyone visiting the arena."

Viam will also become the Official Helmet Partner of the Islanders, with the Viam logo prominently displayed exclusively on the team's helmets for both home and away games. The Viam logo will debut on Islanders helmets away on October 25 and at home at UBS Arena on October 26. A series of Viam fan activations will take place throughout the season.

"Our commitment to providing exceptional experiences for our guests at UBS Arena is unwavering," said John Collins, Operating Partner, New York Islanders. "With Viam's technology, we are confident in our ability to take that commitment to new levels, ensuring that UBS Arena can integrate AI in smart ways and continue as a state-of-the-art destination for years to come."

Going forward, Viam will also partner with Oak View Group (OVG) to integrate its technology into the fan experience at other venues in the OVG portfolio, driving increased efficiencies, supporting sustainability initiatives, and helping to scale revenue.

Viam will also be part of the UBS Arena Business Alliance, an exclusive membership network of team and arena partners.

*For media assets, please visit [HERE](#)
For photos, credit Dennis DaSilva/New York Islanders
For video, please credit New York Islanders*

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About Viam

Viam helps companies unlock the power of AI, data and automation in the physical world. We provide a single platform for engineers of all disciplines to solve problems together and build solutions that are fast and future-proof. Viam powers solutions across robotics, food and beverage, climate tech, marine, industrial manufacturing, and more. Founded in 2020 by former MongoDB co-founder and CTO Eliot Horowitz, Viam is headquartered in New York City. Visit www.viam.com to learn more.

About UBS Arena

UBS Arena is made for music and built for hockey. New York's newest premier entertainment and sports venue and proud home of the New York Islanders is developed in partnership with Oak View Group, the New York Islanders, and Jeff Wilpon. The state of the art arena has welcomed top artists from around the globe since opening in November 2021 including Billy Joel, Bruce Springsteen, Chris Stapleton, Dua Lipa, Drake, Harry Styles, Marc Anthony and Suga. The venue delivers an unmatched live entertainment experience for guests including clear sightlines and premier acoustics.

UBS Arena is at the forefront of sustainability, recently achieving Zero Waste TRUE Silver certification in May 2024 in addition to its LEED Green Building Certification and carbon neutrality for operations.

Located on the historic grounds of Belmont Park, UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit UBSArena.com/plan-your-trip.

For additional information, please visit UBSArena.com or @UBSArena on Facebook, Instagram and Twitter.

About the New York Islanders

The New York Islanders Hockey Club is the proud winner of four Stanley Cup Championships and record nineteen consecutive playoff series victories.

The Islanders play in the National Hockey League's Eastern Conference, and have eight players, one coach and one general manager inducted into the Hockey Hall of Fame.

The Islanders Children's Foundation has helped countless youngsters in need around the world since its inception. Donations are raised through the efforts of our players, management, and employees, along with our fans and partners.

UBS Arena is the team's state of the art home and features world class premium hospitality, great sightlines from every seat, and a loud and intimate bowl.

Isles Lab, the official team store of the New York Islanders, offers fans traditional NHL merchandise, unique collaboration and exclusive products. Isles Lab is located inside UBS Arena or can be shopped online at IslesLab.com.

About Oak View Group (OVG)

OVG is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

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