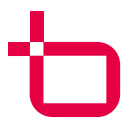


# The fan journey in the stadium of the future



What does the fan experience look like in the stadium of the future? It will be seamless. Secure. Interactive. Convenient. So fans don't have to worry about anything but enjoying themselves.

## 1 Arriving

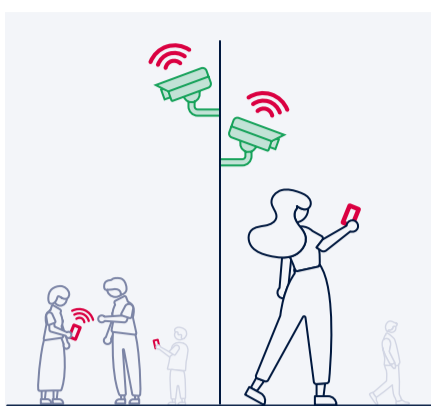


As fans enter the stadium, scanners automatically log their e-tickets. So there's no waiting in line to get to the good stuff.

### 77%

of event-goers use digital tickets

## 2 Security

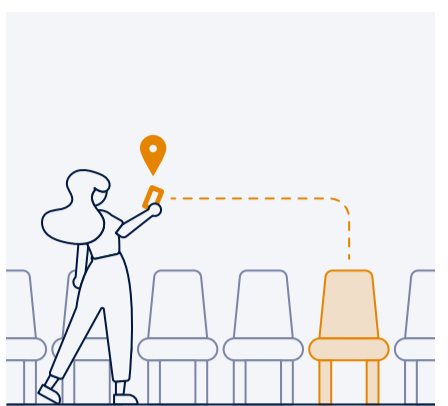


Smart cameras scan crowd movement and behaviour, stopping fans only if something seems amiss. So fans stay safe – without having to deal with tedious security lines.

Fans say venue safety is the **#1**

factor in enjoying an event

## 3 Wayfinding

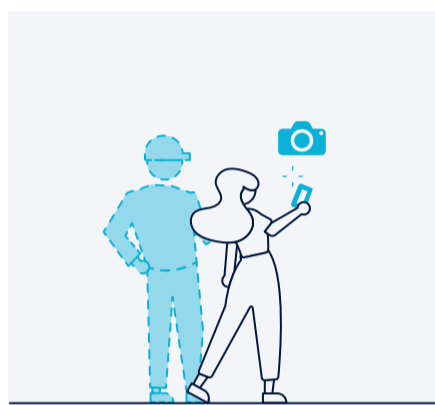


Fans get personalised directions straight to their seats. So there's no risk of getting lost and missing any part of the show.

### 74%

of event-goers would download an app that directs them to their assets

## 4 AR selfie opportunity

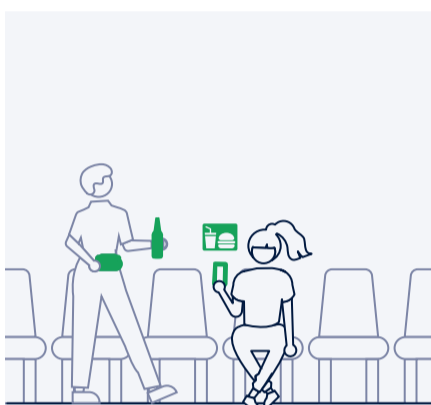


On the way to their seats, they stop to take a selfie with an AR rendition of their favourite player. Helping fans feel connected with a more immersive experience.

### 87%

of event-goers share content on social media while at an event

## 5 In-seat ordering

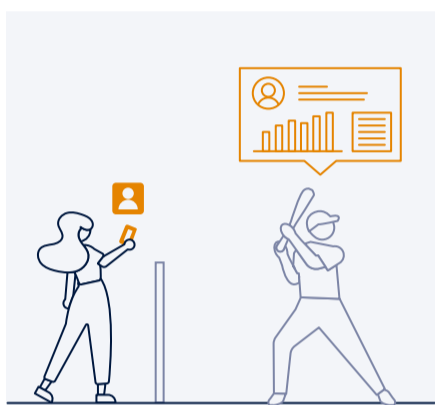


They can use their phones to buy snacks, delivered to their seats. No fuss. No waiting. So fans don't miss a second of the action.

### 57%

of event-goers would spend more on snacks if they could do in-seat ordering

## 6 AR stats

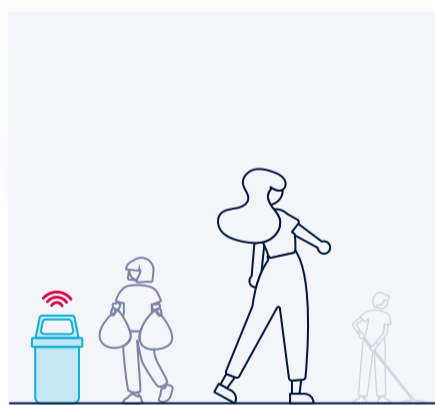


They can use an AR overlay to see stats on player speed, current and past performance, and more – all in real time. Enabling fans control their own viewing experience.

### 68%

of event-goers say AR/VR are an integral part of the experience

## 7 Maintaining cleanliness

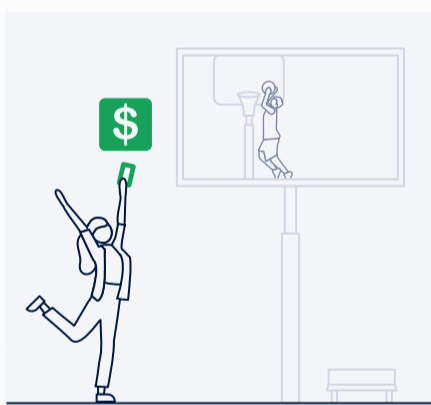


Connected sensors let custodial staff know when trash cans need emptying or supplies are running low. Providing fans with a clean, comfortable experience throughout the event.

### 44%

of event-goers rank cleanliness in their top 3 most important elements to enjoy an event

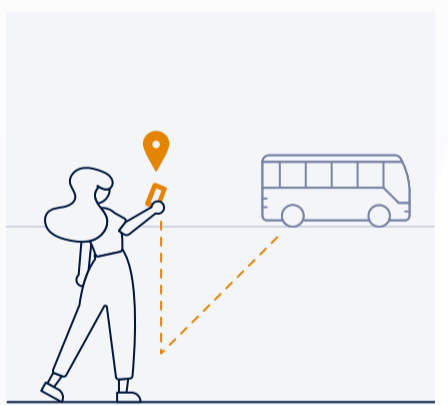
## 8 Sports betting



They view real-time stats on their phones and place bets without going anywhere. So fans can score big when their team wins.

Fans who bet on sports spend an average of **\$101/£83** on betting

## 9 Leaving



After the game, they can get directions to the best exit to take, whether they're heading to the parking lot or catching a bus. So leaving is just as seamless as arriving.

### 69%

of event-goers use their phones to check commuting options as they're leaving a venue

