

HOW TO GUIDE

Three Pillars to Enhance the Guest Experience at Your Venue



When fans come to your venue, they expect to have a fun and safe experience.

But large events come with an array of challenges—from ticket lines to suite entry to buying concessions.

- More fans = greater responsibility
- Safer sporting events = stronger business opportunities
- NEC's facial recognition technology delivers the best seat in the house



NEC's vision and use of a unified biometric key reduces friction, personalizes the experience and provides a safe venue for guests by simply scanning their face.

NEC is collaborating with stadiums and arenas to improve security and heighten the customer experience through facial recognition technology and other biometric solutions.

Read on to learn how NEC Advanced Recognition Systems solutions have enhanced the fan experience in other venues, stadiums, theme parks, and entertainment complexes just like yours.

1 Capture Data in Real Time

The Ladies Professional Golf Association (LPGA) is one of the longest-running women's professional sports associations. Since 1950, the LPGA has grown from its roots as a playing tour into many facets of golf. With massive growth over the years and the increasing number of event attendees, LPGA needed a partner they could count on for security.

NEC's NeoFace not only provides a safe and frictionless experience for guests, but the technology's benefits extend all the way to the players—they are able to capture playing data in real time. "Now, they're able to pinpoint things," said LPGA club repair technician Paul Boehmer. "So any of this NEC data we're getting is going to be gold for anybody out there. When you have this kind of data, it's invaluable to us."

USE CASE

LPGA Tour

CHALLENGE

Data was limited to the driving range, so LPGA wanted to be able to provide further insight to players during their games.

SOLUTION

NEC's data-capturing devices detect aspects of a golfer's game like launch angles, spin rates, and other useful information are being used on the course itself.

RESULT

Now, the same information that helped players in getting the most out of their clubs on the range is being generated during tournament play. This has been a game-changer seeing as LPGA players are now able to get the most out of their equipment.



2

Reduce Friction and Optimize Operations

The entertainment market is thriving in Brazil. With the arrival of major sports events, arenas in Brazil are undergoing major transformations to accommodate for large crowds while keeping guests satisfied. With this, technology plays a key role in highlighting the space, leveraging revenue generation, and enabling different types of services to visitors.

That is how the Itaipava Arena Pernambuco emerged as one of the world's most modern entertainment complexes. It's a new multipurpose arena designed with NEC technology based on the concept of smart stadiums. The Arena Management Solution consists of a package of technological tools to reduce friction in venue transactions and provides services like event management, billing, electronic payments and loyalty program, CRM, and business intelligence.

USE CASE

Brazil - Arena Pernambuco

CHALLENGE

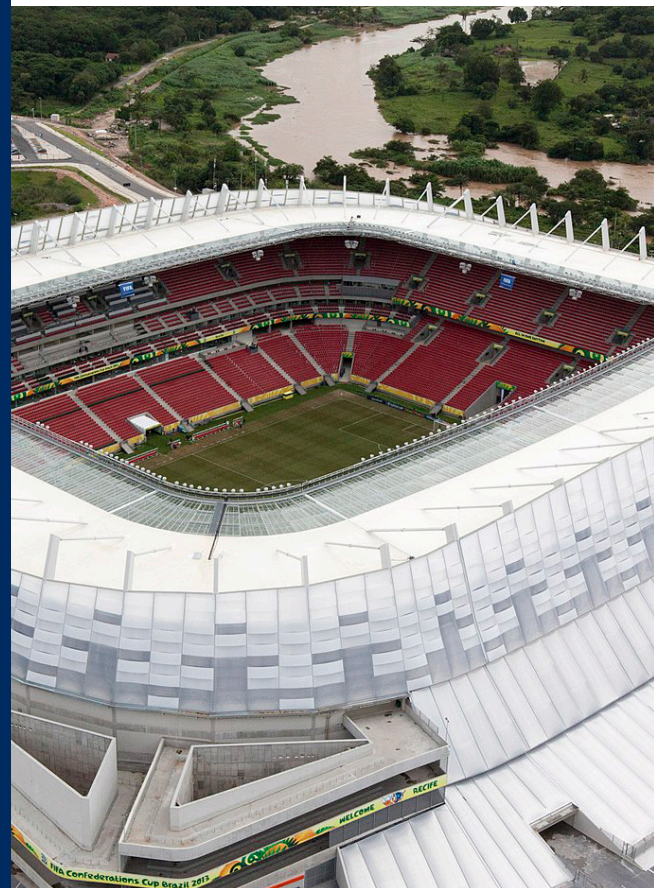
To provide safe and reliable entertainment, plus smart technology dedicated to society, capable of generating unforgettable experiences.

SOLUTION

NEC's Arena Management Solution met the requirements of the project through a unique information and communication technological infrastructure.

RESULT

NEC has built a high-performance infrastructure that integrates a range of technological services into a single system to oversee, monitor, and control the entire facility to improve the quality of life for visitors, reduce operational costs, and extend the life of the equipment.



3

Provide a Frictionless and Safe Experience

Safety has always been a critical theme for the city of Medellin. In an effort to further improve the city's quality of life, the Mayor of Medellin has overseen the establishment of the "Safer Stadium Project" at the Atanasio Girardot Stadium.

Soccer is the leading sport in Latin America and draws thousands of devoted fans. However, the extreme rivalry between opposing supporters can get out of control, endangering the safety of guests. To mitigate this, the stadium utilizes NEC's NeoFace to provide an intelligent surveillance solution by facial recognition to identify individuals fast and accurately against a database of known troublemakers. That way, it's possible to restrict their entrance at each gate for a safer operation.

USE CASE

Colombia - Medellin Atanasio Girardot Stadium

CHALLENGE

To protect fans against violent and aggressive guests in venue.

SOLUTION

In collaboration with ROBOTEC, NEC integrated 50 cameras with facial recognition at entrances, and these were added to 25 high resolution in the stands to reach 170 cameras in total connected to the control room operated by the police.

RESULT

In operation since 2015, NEC's NeoFace software has been protecting families and fans alike. Today, fans can have fun without concern of violent incidents at Atanasio Girardot Stadium.





With NEC's cutting-edge facial recognition solutions you can achieve measurable results like these venues have.

The all-in-one solutions easily integrates with existing camera systems to provide a seamless, safe, and personalized fan experience. Visit Capital ARS on necam.com/ars to learn how NEC can help your venue reach every seat in the house while keeping it secure.



Orchestrating a brighter world

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