



CASE STUDY

Next-Gen Entry Ticketing Experience

A Game-Changer for Secure and Seamless Arena Experiences

Game days should be about excitement, not long lines. In 2023, NEC collaborated with a leading venue operator to revolutionize entry with a seamless, touchless experience. By integrating NEC's Digital ID technology, the venue eliminated the need for manual ticket checks, allowing fans to enter effortlessly while ensuring privacy and security.

The Challenge: Long Waits & Security Concerns

For fans, long entry queues can take away from the energy of game day. Traditional entry methods often lead to delays and are vulnerable to fraud, including lost, stolen, or counterfeit tickets. To enhance the customer experience, the company sought to set a new standard by leveraging technology to improve efficiency while also prioritizing data security and privacy.

The Solution: NEC's Digital ID Technology

NEC's advanced Digital ID solutions offer a frictionless way for fans to enter without stopping to scan tickets or pulling out a phone. Designed with privacy as a priority, the system uses encrypted biometric templates, or mathematical representations of facial features, to verify a person's identity almost instantly. Unlike other systems, NEC's technology does not store photos, and biometric templates cannot be reverse-engineered. This ensures security while giving fans peace of mind.

Participation in the system is opt-in, and fans who prefer traditional processes can still use them.

Result: Faster Entry, Enhanced Experience

With NEC's trusted solution in place, fans spend less time in line and more time enjoying the game. Entry queues have been significantly reduced, improving crowd flow and enhancing the overall experience. Through its collaboration with NEC, arenas are setting a new standard for fan-centric innovation in sports. By leveraging reliable facial recognition technology, they are improving operational efficiency and creating a "wow" factor for customers.

Learn more about how NEC's Digital ID solutions can transform your venue. Visit necam.com/digitalid.