

Case Study

National Soccer Hall of Fame (NSHOF)

Dallas, USA



Lights! Camera! GOAL! – How NEC i:Delight face recognition revolutionized the visitor experience at USA's National Soccer Hall of Fame

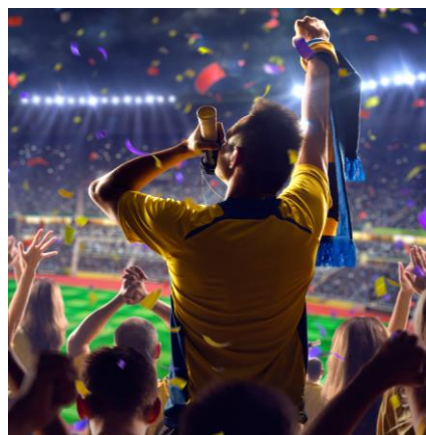
The challenge



The National Soccer Hall of Fame (NSHOF) found its new home at F.C. Dallas and the Toyota Stadium, as part of a \$55 million renovation in 2018 in Frisco, Texas, USA. To showcase U.S. soccer in all its glory, the museum wanted its visitors to be fully immersed in the experience, compete, and most importantly, have fun.

NSHOF was looking to:

- Personalize the visitor experience for every fan and allow them to be greeted by name at the exhibits
- Create a fully-interactive museum experience that is easy and convenient to navigate
- Inject fun and competition into the entire visitor journey



The solution



NSHOF leveraged on NEC i:Delight's face recognition technology, NeoFace, to create a truly unique experience that transforms the boundaries of what traditional museums offer. Visitors have their photos taken at the entrance, answer a few questions, and once that is done, they will be able to enjoy a fully interactive and personalized experience throughout the museum.

They can take part in digital gaming competitions, track scoring, and compete with other visitors. They can also have their photos taken at different exhibits and jump into virtual reality experiences – which can be accessed at home via their personalized microsite and be posted on their social media channels.



More visitors

Since the exhibition opened, there has been an average of 2 million visitors a year, with this number expected to increase in the coming years



Rousing reception

- Guests have expressed how impressed they were with the experience and many of them were "blown away" by the visit
- Dozens of different museums and sports halls of fame have already reached out to NSHOF about creating something similar

"We chose NEC as our technology partner because at the end of the day, they have got the greatest face recognition technology on the market."

Djorn Bucholz, Executive Director, NSHOF



Learn more about NEC i:Delight at nec.com/en/case/NSHOF/index.html