

BEST SEAT IN THE HOUSE

NEC's facial recognition technology creates seamless customer experiences

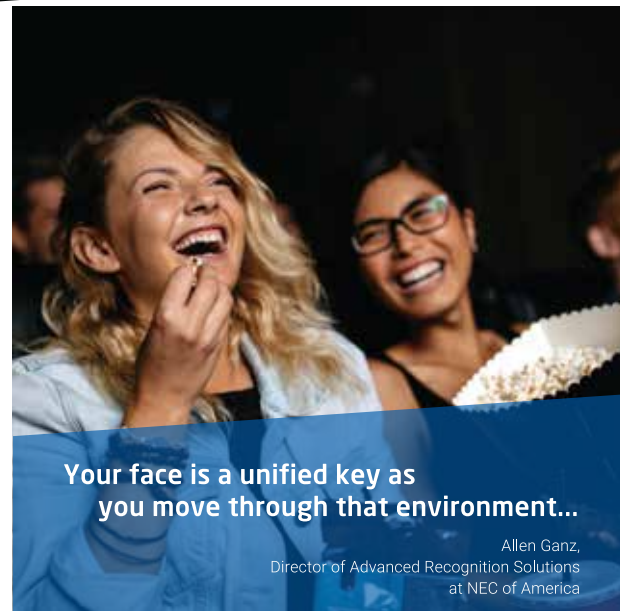
Parking hassles, ticket problems, security bottlenecks, concession stand gridlock, merchandise store lines—it's hardly surprising that, for many fans, seeing their team lose is often not the biggest frustration of a night at the stadium.

The solution to these familiar stresses—creating a fan experience that balances efficiency with security—is staring right at us: facial recognition technology.

"Your face is a unified key as you move through the stadium environment, creating a frictionless, contactless experience," says Allen Ganz, Director of Advanced Recognition Solutions at NEC of America. "That can include everything from dropping off your car at the garage, entering the stadium, going to a concession to make a purchase, entering the suite—all using your face." From the venue side, facial recognition platforms can provide concierge alerts, enhance guest services protocols, provide crowd density estimates to allocate staff more effectively, and offer sales and service a way to put a "face to a name" when reaching out in-venue to guests.

This frictionless experience allows fans to leave behind parking permits, paper tickets, phone apps, passwords, credit cards, cash and queues. Those are reasons enough to smile for the scanner. Beyond consumer experience, facial recognition technology will have a revolutionary impact for both venues and sponsors.

"Facility managers don't really know who is in the building," says Lisa Johnson, who handles NEC's business development for



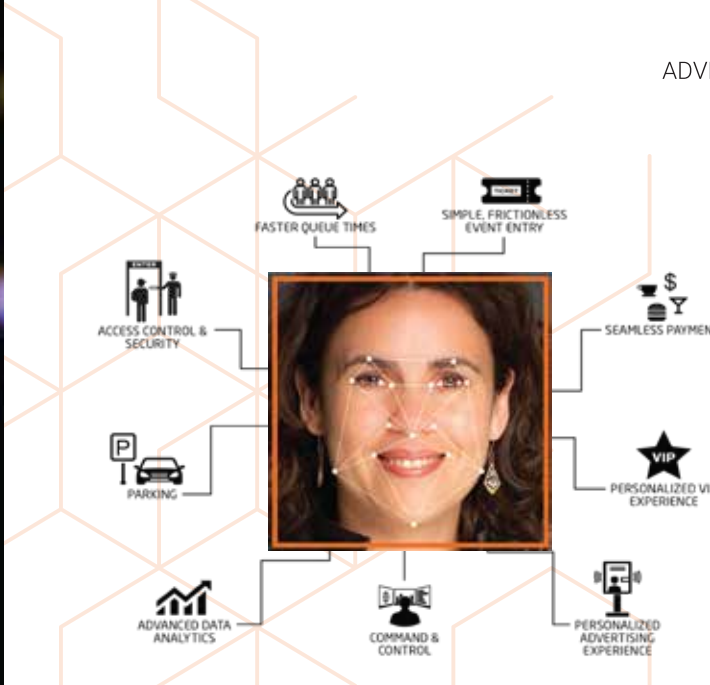
Your face is a unified key as you move through that environment...

Allen Ganz,
Director of Advanced Recognition Solutions
at NEC of America

sports and stadiums. "They know who owns the ticket and the ticketing system shows where the ticket was forwarded. But nobody knows enough about this new person coming to the game and how to convert them to a ticket buyer."

Having real-time demographic data about who is actually in a stadium can shape a host of resource decisions. Johnson offers one scenario: Just before a game, data reveals a much higher percentage of women in the audience than anticipated. "What do you change as a result of having that information in real time?" she asks. "You might change displays in the team store. You might change the music choice. You might put more wine in the cooler. You can react to actually meet the needs of the consumers that are in your building at that time."

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Facial recognition technology not only allows stadiums to better serve and target fans, it also significantly increases the number of transactions that can be processed within the finite duration of an event. And, as Ganz points out, more accurate audience data can drive a more deft marketing strategy as this technology can predict the age of each guest.

"Let's say they run a campaign targeting men in their mid-20s," he explains. "Are they seeing an uptick of men in their mid-20s coming into the stadium? It provides insight into the actual demographics that are coming in, but also into how effective campaigns have been in influencing that demographic."

For sponsors, this is a clear benefit as they can appropriately curate ads or streaming content to build a deeper connection with fans. "When you remove the need for a ticket or credit card to be held on a device, that screen is completely freed up as another platform to reach the audience."

Stadiums are not the only facilities being transformed into more efficient and secure worlds by NEC's facial recognition technology, which is the world's best in search speed and accuracy, according to the National Institute of Standards and Technology. At theme parks, it helps move season pass holders swiftly through the turnstiles. In the United States, it is being tested to permit passengers to board flights and access airline lounges.

"We've thought through how it could be deployed and integrated into existing systems that the stadium, airport or theme park are utilizing. We've built our systems with the capability to be integrated and deployed in a very scalable manner," Ganz says.

But will consumers readily embrace this new future? Ganz believes so.

"We've seen a paradigm shift largely driven by the use of biometric technologies on consumer devices," he says. "In the

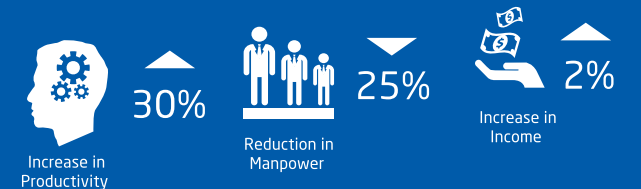
physical environment in which people operate, whether they're going to an airport, entering a theme park or going to a stadium, they're really looking for that same frictionless experience."

After experiencing the ease of using facial recognition and fingerprint biometrics on their smartphones, consumers are increasingly demanding the same convenience in every aspect of their lives.

"The more that you can eliminate passwords and the face becomes that universal key to replace username, passcodes and payment options—fans no longer have the pain point of remembering where their ticket is saved, what passcode they used for the team or venue app, or even memorizing their loyalty program number," Johnson says. "As long as the value proposition of biometrics is a superior fan experience for the guest regardless of ticket prices or team performance, then it will be worthwhile for fans to adopt that technology."

Whether at a stadium or a major transport hub, NEC's facial recognition is at the forefront of reinventing the customer journey, forging an optimal route between convenience and security. These industry-leading innovations ensure that you're more likely to remember the passion of the game than the pain of getting there.

Facial Recognition a Sure Bet for Casino Security



Merit Lefkoşa Casino strives to create a safe gaming environment for its customers, a commitment that requires staff to consistently refuse entry to blacklisted individuals and monitor the premises for suspicious activity.

Based out of Northern Cyprus, the casino integrated NEC's facial recognition solution into its surveillance system to enhance and speed security checks with the broader goal of improving the overall customer experience. The solution enabled security personnel to, for the first time, screen and track persons of interest in real time, no matter what quality of video.

In the process, Merit Lefkoşa Casino recorded significant improvements in productivity that ultimately led to a reduction in manpower and an increase in income.