

Enhanced Customer Experience &  
Secure Identity Verification

# NEC Digital ID Solution for Stadiums and Sporting Arenas

Stadiums and sporting arenas are tasked with balancing security measures and delivering an unparalleled fan experience. NEC's advanced facial recognition technology effectively strikes this balance, ensuring security and streamlined access tailored for the modern, convenience-focused fan.

## Challenge

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Amidst the thrill and excitement, venues must tackle unauthorized access, ticket fraud, and increasing demand for swift and seamless entry methods. Traditional tickets and barcodes fall short in delivering both security and efficiency.

## Solution

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NEC's facial recognition brings superior accuracy, ensuring only valid ticket holders or authorized attendees access the venue. This tight-knit security integrates effortlessly with your venue's current systems. By substituting paper tickets with facial biometrics, fans enjoy a swift and hassle-free entry, leading to higher satisfaction and loyalty. Our solution aligns with regulations, ensuring data privacy and compliance.

## Use Cases

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The potential applications of biometrics and Digital ID in stadiums and arenas are immense:

- **Digital Ticketing:** Swift entries by authenticating tickets via Digital ID, eliminating fraud risks.
- **VIP Access:** Streamlined access to exclusive sections or events, enhancing the VIP experience.
- **Mobile Commerce:** Secure in-venue purchases via Digital ID for faster transactions and heightened security.
- **Personalized Fan Experience:** Tailor-made recommendations and offers based on user preferences.
- **Loyalty Programs:** Integrate loyalty schemes to encourage fan engagement and loyalty.
- **Seat Upgrade Opportunities:** Enable fans to opt for seat upgrades through the app easily.
- **Pre-Ordering Concessions:** Use Digital ID for pre-ordered food or merchandise pickups, minimizing wait times.
- **Interactive Engagement:** Engage fans interactively, offering exclusive content or AR experiences.

## Benefits

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- **Advanced Security:** Recognized for its industry-leading accuracy, reducing potential unauthorized access or ticket fraud.
- **Effortless Integration:** Integrate seamlessly into existing venue systems without major overhauls.
- **Improved Fan Experience:** Swap traditional tickets for facial biometrics, ensuring a smooth entry.
- **Regulatory Alignment:** Comply with industry standards like GDPR.

## Why NEC Biometrics

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Secure your venue against threats like SIM swap fraud, data breaches, and unreliable passwords with NEC's integrated identity service solution. Our biometrics algorithm, accredited as #1 by the National Institute of Standards and Technology, offers unmatched speed and accuracy even with face masks. The embedded liveness detection ensures genuine verifications, preventing spoofing attempts. With continuous advancements backed by dedicated R&D efforts, NEC remains a trailblazer in biometrics and digital identity services.

## Conclusion

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Digital IDs, when integrated into mobile applications, are poised to reshape the fan experience in stadiums and arenas. With NEC's technological prowess, venues can provide enhanced security without compromising on the exhilarating fan experience.

## Contact Us

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Contact our Digital ID experts today for insights on tailoring our solution to your specific needs.

For more information, please contact us at [digital\\_id@necam.com](mailto:digital_id@necam.com) or visit <https://necam.com/digitalid> and complete our contact registration form.

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### Corporate Headquarters (Japan)

NEC Corporation  
[www.nec.com](http://www.nec.com)

### North America (USA & Canada)

NEC Corporation of America  
[www.necam.com](http://www.necam.com)

### NEC Software Solutions

NEC EMEA Region  
[www.necsws.com](http://www.necsws.com)

### APAC

NEC Asia Pacific Pte Ltd  
[sg.nec.com](http://sg.nec.com)

### Latin America

NEC Latin America  
[latam.necam.com](http://latam.necam.com)

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