

Enhance the Fan Experience

NEC

Create a frictionless and personalized customer experience using Advanced Recognition Systems

NEC is partnering with stadiums and arenas to improve security and heighten the customer experience through facial recognition technology.

NeoFace® was developed to be the most accurate, fastest, and most resilient face recognition platform on the market. It integrates with existing video surveillance systems to check individuals against known watchlists and generates real-time alerts when positive matches are found.

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

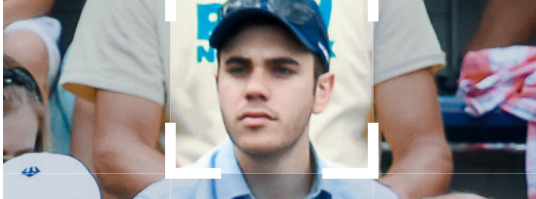


People. Patterns. Predictions.

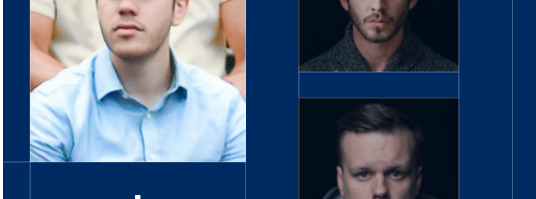
How It Works



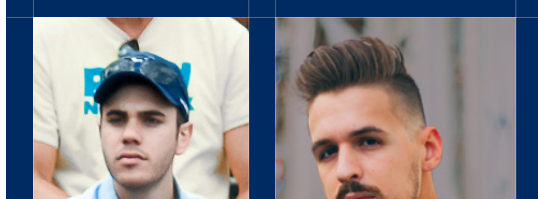
Captures real-time video from digital cameras, CCTV, or archived video footage at the rate of up to 30 frames per second.



Assesses individual video frames and detects and analyzes unique facial signatures.



Matches and compares against a database of enrolled images of individuals.

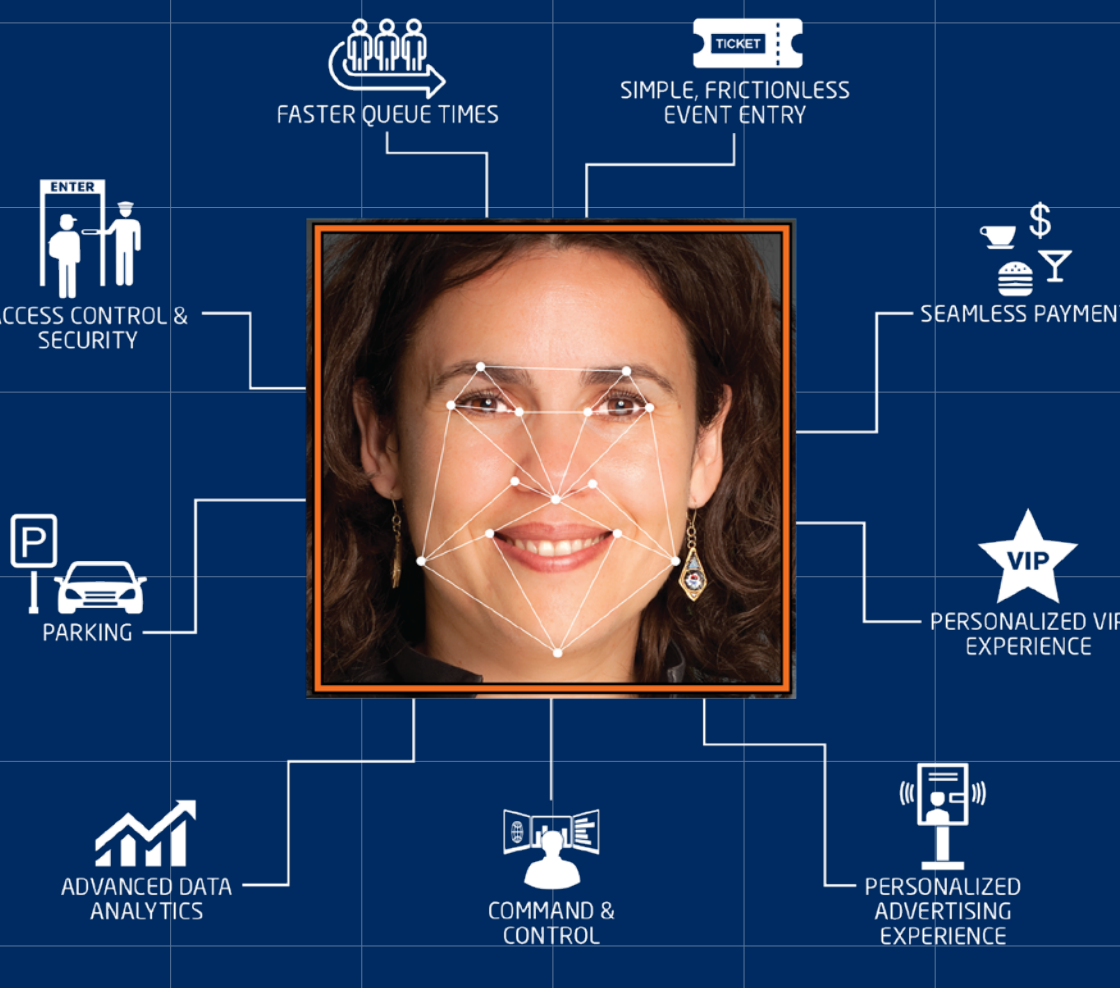


Reacts by taking a series of configurable actions when a positive match is made against one of the images in the database.

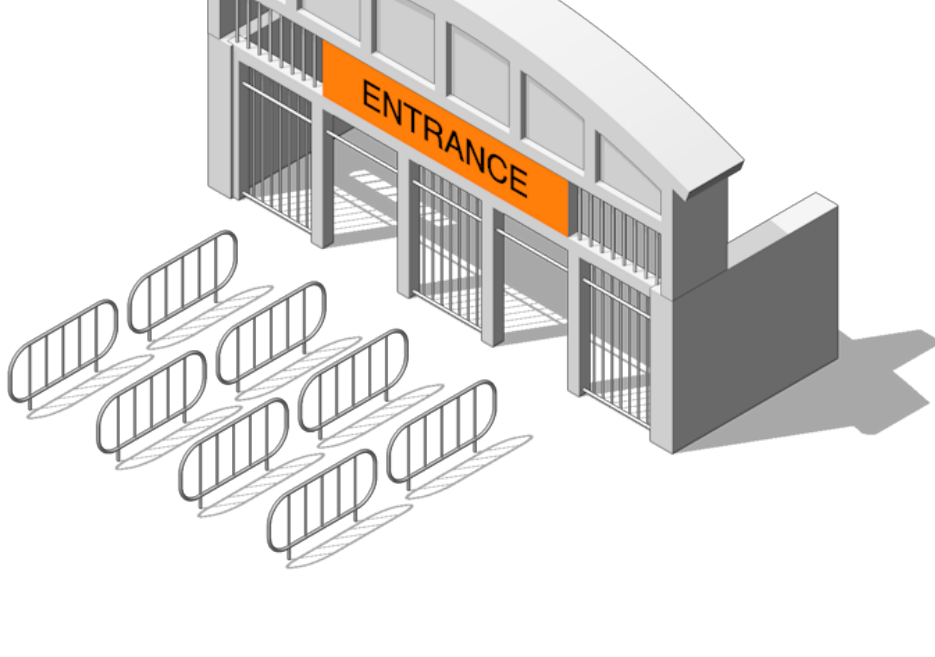
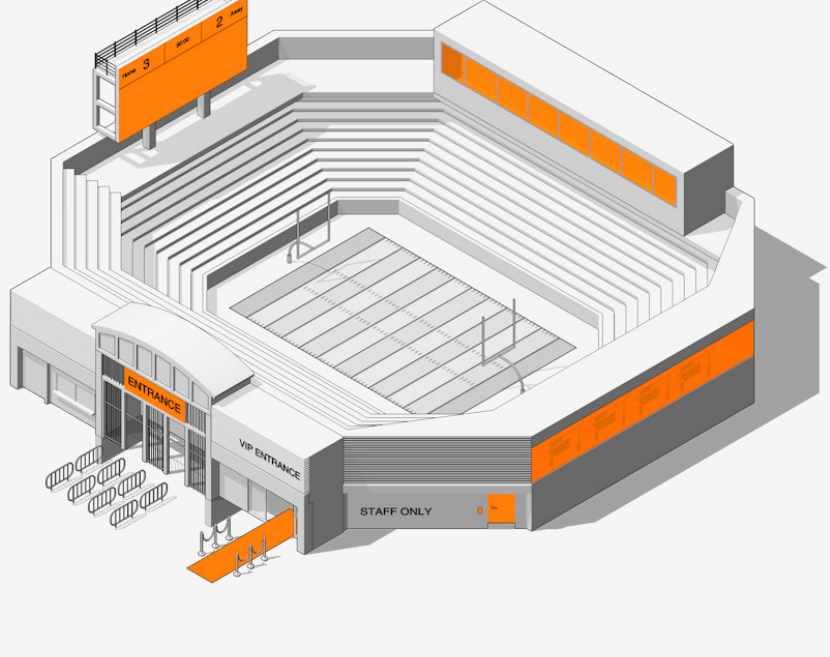
NEC ranks #1 in facial recognition accuracy by the U.S. National Institute of Standards and Technology (NIST)¹

One Simple Scan – So Many Possibilities

NEC's Advanced Recognition Systems can transform your fans' experience by creating a single, unified biometric key to provide a secure, frictionless, and personalized experience to keep fans safe and create memories that last a lifetime.



NeoFace can benefit the following **six critical** areas of your venue:

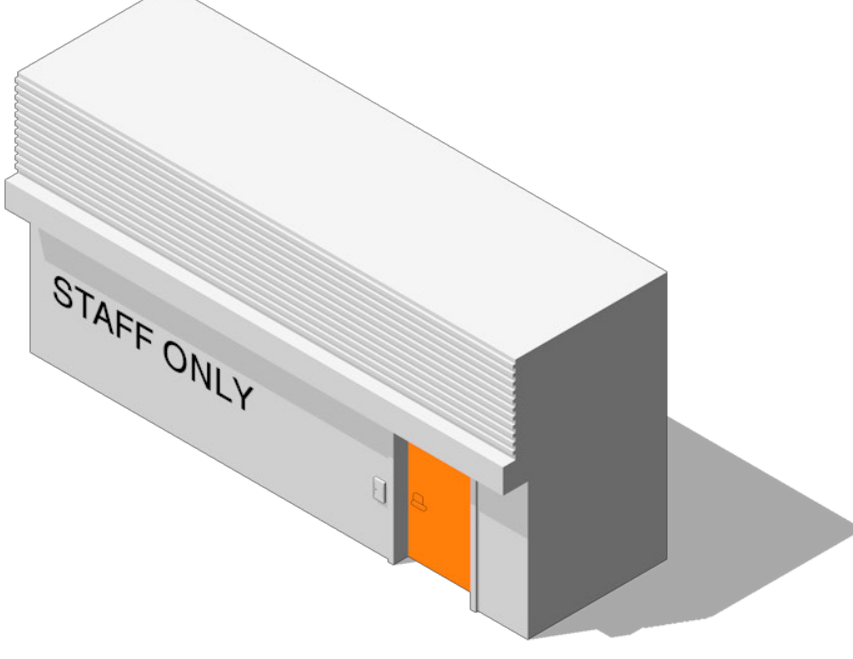
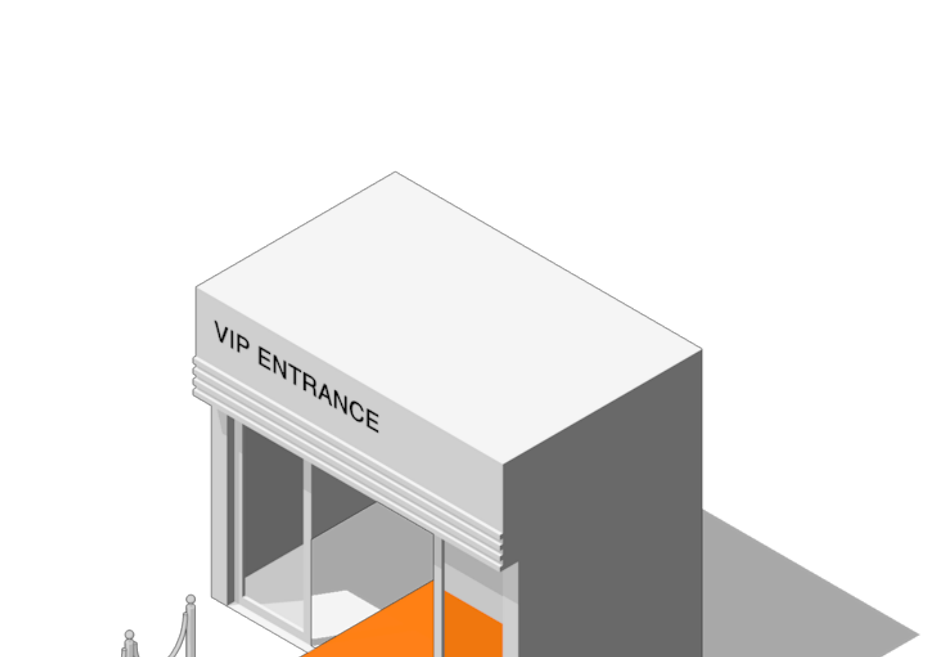


Secures General Admission at Venue Entrance

- Captures analytics, including age, gender, and count
- Integrates with MAG attachable cameras or existing infrastructure
- Performs real-time screening against known watchlists
- Sends alerts to security mobile devices along with actions that should be taken

Safeguards VIP Solutions at Venue Entrance

- Seamless barrier-free entry ensures quick access for VIPs and season ticket holders
- Eliminates long screening times and reduces length of admission queues
- Integrates with concierge and retail systems to alert staff when VIP guests are present to provide an immersive experience



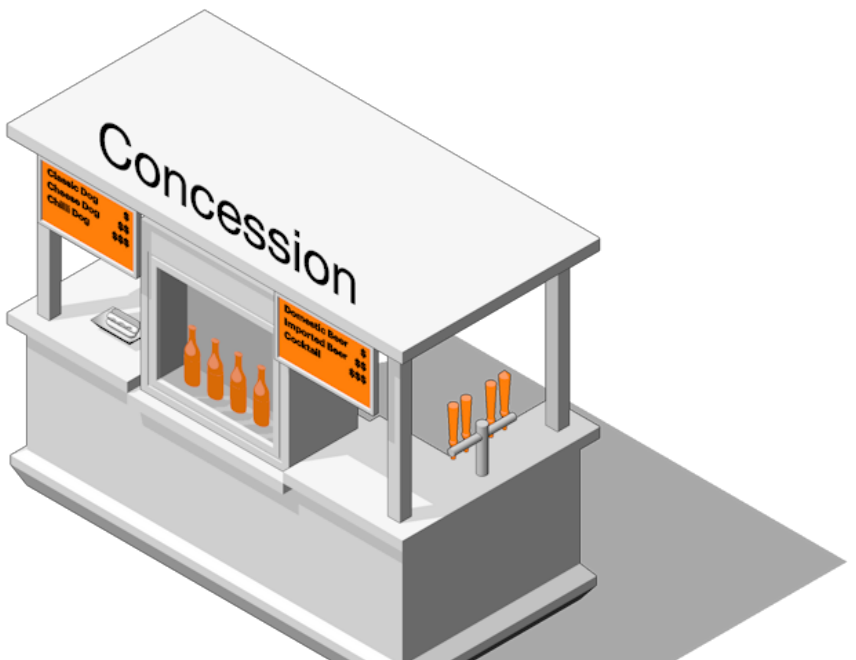
Authenticates Back-of-House Access

- Authenticates employees and contractors for back-of-house access and monitors for unauthorized entry
- Identifies known offenders on watchlists and alerts security personnel before offenders can enter and cause harm
- Provides secure locker room or green room access
- Identifies team owners, presidents, players, staff, and league officials

Enhances Concession Stand Experience

- Reduces wait time in line and provides a seamless and personalized payment process
- Integrates with existing loyalty, video, POS systems
- Enables VIPs to self-authenticate and enter express lines and pay with their face

Did you know? 45% of fans have abandoned concession lines at least once in the last year because the wait was too long.²

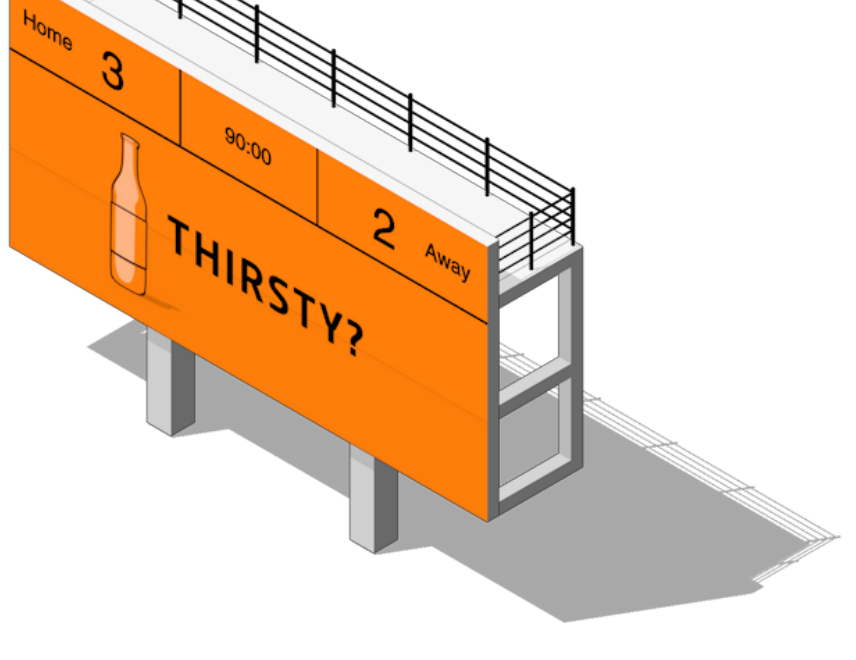


Optimizes Venue Operations

- Conducts post-event analysis and captures demographics
- Monitors queue times and analyzes information to help improve operations
- Analyzes crowd behavior, engagement, traffic patterns, and operations
- Acts as another low-cost set of eyes on operations centers, sensitive facilities, and patrolled areas
- Optimizes resource deployment to streamline event staff

Smart Displays Deliver Tailored Content

- Analyzes fan engagement with products and advertising to know your customer better
- Delivers unique offers and customized promotions to recognized customers
- Delivers demographic-specific advertising content in real-time based on age and gender
- Captures and measures impact of marketing on retail traffic



NEC Impresses On and Off the Field

To learn more about how NEC's Advanced Recognition Systems integrated security solutions enhance stadiums, visit, www.necam.com/ARS.

NEC

Source

1. "Face in Video Evaluation," U.S. National Institute of Standards and Technology (NIST), March 2017
2. "The Fan Experience," Oracle Hospitality

NEC Corporation of America (NEC) is a leading technology integrator providing solutions that improve the way people work and communicate. NEC delivers integrated Solutions for Society that are aligned with our customers' priorities to create new value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry's strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers' productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today's most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$25 billion in revenues. For more information, please visit www.necam.com.

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