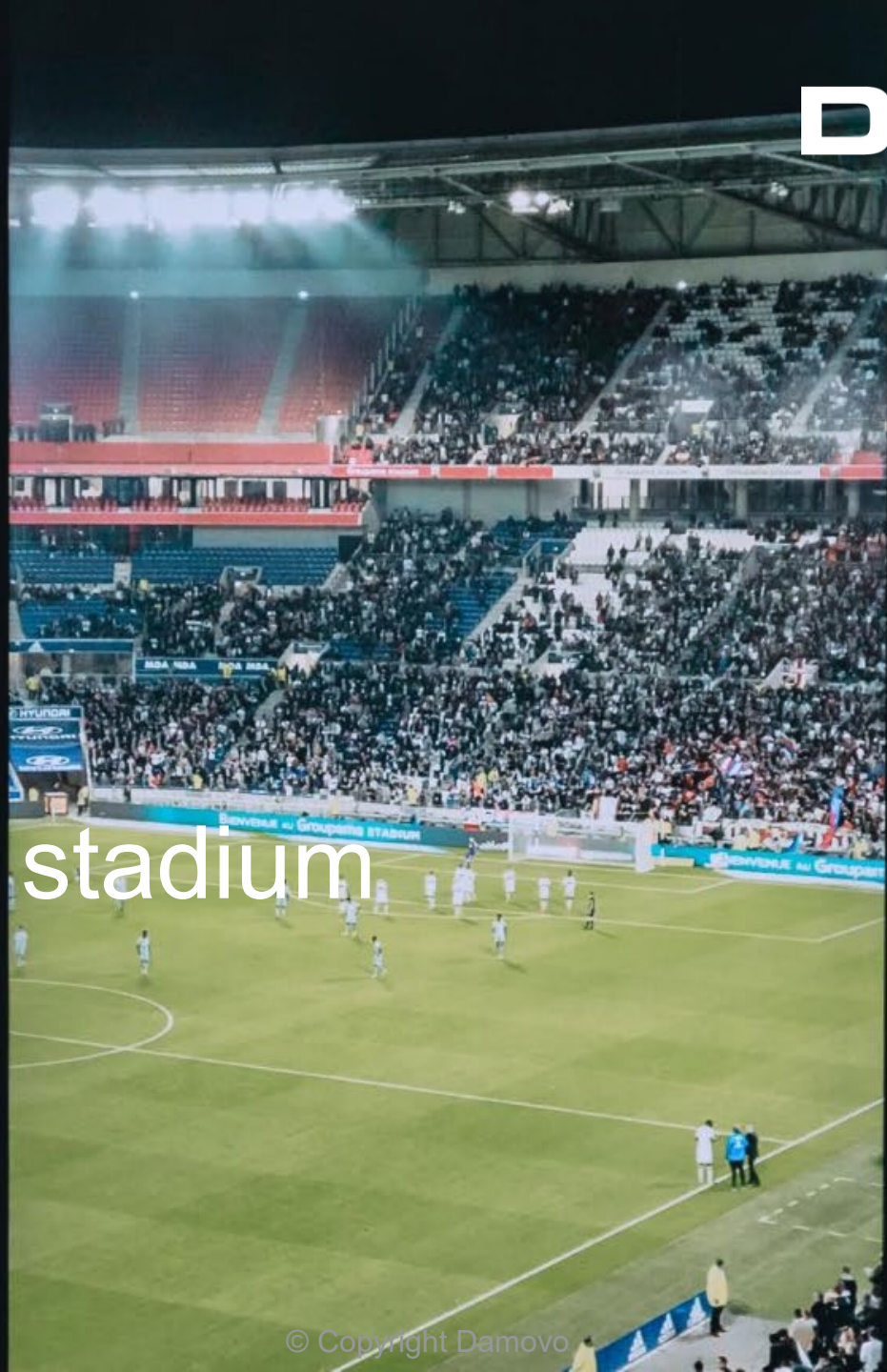


DAMOVO



The connected stadium



Change Driver

The operator of a 45,000 seater stadium does not have an existing wireless LAN solution for its guests.

Fans have to consume high volumes of their own data to share pictures, videos, or follow matches in other stadiums. Often there is also very poor network coverage inside the stadium which causes frustration amongst the fans.

The operator also wants to increase sales through the better utilization of merchandising/promotions from the shops and restaurants in the stadium.

In summary they want to provide an overall improved customer experience.





DAMOVO



Damovo Approach

Damovo developed a solution whereby Stadium visitors dial into the wireless network and are automatically directed to a home page where they register using their name and email address.

Access to the Internet is granted after a security check. The visitor then lands on the stadium's portal or on a special campaign page.

The stadium operator can influence the surfing behaviour of the user with the help of filters.

In addition, they can draw the visitor's attention to advertising campaigns /special promotions from the vendors who are onsite.



Customer Value

DAMOVO

How the stadium visitor benefits

Use of the wireless network – saving their own personal data volumes

A much better internal reception everywhere in the stadium

Targeted and appropriate advertising/promotional offers that can improve the overall visitor experience

How the stadium operator benefits

Increasing customer loyalty through the provision of free Wi-Fi

Potential increased spend per visitor through a more targeted approach to advertising/promotions

Creation of added value for sponsors