

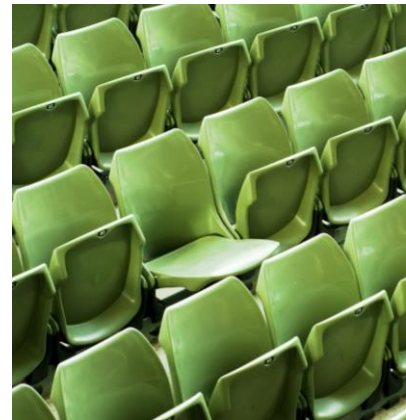


Secure Access
at the Speed of Life

Application Note Stadiums and Sport Arenas

There is no location more frenetic than a stadium on game-day. A palpable excitement runs through the air as tens of thousands of fans, and hundreds of stadium staff move about the stadium as game time approaches. These large-scale facilities endure periods of extremely high traffic. In fact, U.S. stadiums and arenas seat anywhere from 10,000 to over 100,000 people. These are complex facilities, and they include many spaces reserved for specific people and functions.

Companies want employees to feel at ease in their workplace, and do not want them to be encumbered by security systems that slow them down and waste their time. With such large-scale operations come unique challenges. These include monitoring high-level traffic just before games and events, VIP and season-ticketholders receiving proper treatment and seamless access to their seats, crowd control and ensuring that trouble-makers are kept out, and ensuring that staff is provided with secure access to restricted areas. Stadium management must ensure that all of these areas and issues are monitored and controlled. The right people must be allowed in quickly and smoothly, and be treated with the appropriate attention, and restricted spaces, such as media rooms for journalists, areas reserved for TV and radio broadcasting, VIP areas, and datacenters, must only be accessed by authorized people.



All of this must happen while maintaining the fast pace needed to keep the show moving. This all adds up to a unique secure access challenge.

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Technology

FST Biometrics' IMID Access with In Motion Identification™ uses a unique fusion of biometric identification technologies to identify authorized users. These include facial recognition and behavior analytics. This allows IMID Access to identify users in motion and at a distance.

Specifically for high volume spaces like stadiums, IMID Access is able to identify up to 30 people per minute per turnstile. In this way, fans and employees can move around seamlessly and securely.

Installation

Since it is an open system that can be integrated with many existing security and surveillance systems, IMID Access is easy to install. Once the system is in-place, stadiums register employees as authorized users, allowing them seamless access to staff-only areas. Further, VIP and season ticket



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holders can be registered in the system to ensure that they receive seamless access to their seats, and are accorded proper treatment. In fact, IMID Access enables unmanned dedicated entrances to detect VIPs and season ticket holders to ensure top service according to personal preferences. IMID Access also maintains a log of entries per gate as it monitors and controls high volume traffic.

User Experience

IMID Access provides a seamless user experience for both employees and fans alike. Users simply walk toward the access point or turnstile, and IMID Access's biometric identification technology recognizes them from a distance and in motion. Season ticket holders, vital to professional sports club revenues, and often some of the most loyal and dedicated fans, should not have to wait in endless lines to gain entrance, reach their seats, and receive the service that keeps them coming back year after year. IMID Access provides valued season ticket holders, who can often make up 50-60% of total ticket holders, with seamless seat access. In addition, IMID Access makes certain that one-time ticket holders can be thoroughly checked in order to keep hooligans out of the stadium. The system monitors for fans that have a record of violent behavior, and is able to maintain a dynamic blacklist that is constantly updated as data enters the system. For stadium staff, there are restricted zones that cannot be accessed by fans and other visitors. IMID Access ensures that only authorized employees have access to areas like datacenters and broadcasting rooms, so that stadium protocol is always maintained.

Conclusion

Stadiums, large-scale, dynamic and fast-moving, should be able to maintain their pace while addressing secure access needs. Having the right solution will ensure that fans are kept in the public spaces, and treated respectfully, with VIP members accorded VIP treatment. And staff should not be encumbered by key cards or IDs to gain access to restricted areas. Secure access should not slow down the movement and functioning needed to keep the show moving in stadium life.

With FST Biometrics' IMID Access, fans and employees can experience seamless secure access that will enhance the stadium experience, ensuring Ultimate Security at the Speed of Life.

