



Identity at the
Speed of Life

Application Note

Stadiums

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 around freely 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 that include many spaces reserved for specific people and functions.



With such large-scale operations come unique challenges. These include monitoring high-level traffic just before games and events, providing proper treatment to VIP and season-ticketholders and ensuring they have easy access to their seats, crowd control and ensuring that trouble-makers are kept out, while only properly identified staff gain access to restricted areas.

Stadium management must ensure that these areas and issues are monitored and controlled. VIPs and season-ticketholders must be identified quickly and smoothly and be treated with the appropriate attention, and only authorized individuals must be provided access to restricted spaces, such as media rooms for journalists, areas reserved for TV and radio broadcasting, VIP areas, and datacenters. All of this must happen while maintaining the fast pace needed to keep the show moving. This makes for a unique identification challenge.

Solution: Visual Identification

FST Biometrics' IMID Access with In Motion Identification™ uses a unique fusion of visual identification technologies, including facial recognition and behavior analytics. As authorized users walk naturally, IMID Access's visual identification technology recognizes them from a distance and in-motion. Specifically for high volume spaces like stadiums, IMID Access is able to identify up to 30 people per minute per turnstile.

IMID Access is an open system that can be integrated with many existing systems. IMID is easy to install, and once the system is in place, users' data is imported from existing systems. Then, users can enter and exit freely, allowing for seamless identification. This is critical for staff who often require access to restricted areas. Further, VIP and season ticket holders can be registered in the system to ensure that they are easily identified, allowing them to reach their seats quickly and smoothly, and are also accorded proper treatment by staff. IMID Access enables unmanned dedicated entrances to identify VIPs and season-ticketholders 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, and monitors for black-listed individuals.



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Benefits

Return-On-Investment

- A reduction in infrastructure expenses
 - Increases the throughput of each gate- more than 30 people can be identified per turnstile per minute
 - Elimination of employee keys, cards and fobs, which need to be issued and sometimes reissued for every employee
- Reduces lines and gatekeeper staff

Security with Operational Efficiency

- Prevents unauthorized entry to restricted areas (locker rooms, broadcasting rooms, VIP boxes)
- Eliminates identity fraud & reduces exposure to fraudulent activities
- Identifies season ticket holders and VIPs to enable staff to provide quality, customized service
- Maintains dynamic blacklist of individuals with a record of violent or problematic behavior, denies them entry and alerts staff

Employee Experience

- Hands-free, accurate, non-invasive and fast identification of employees throughout the stadium
- Convenient and more accurate time and attendance system

Conclusion

Stadiums, large-scale, dynamic and fast-moving, should be able to maintain their pace while addressing a variety of visual identification needs. Having the right solution will ensure that fans are kept in the public spaces and treated respectfully, with VIP members accorded VIP treatment. Additionally, staff need not be encumbered by key cards or IDs to be identified and gain access to restricted areas. Identification 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 visual identification that will enhance the stadium experience, ensuring Identity at the Speed of Life.

