

**CONNECTED STADIUMS
AND SPORTS VENUES**



Tapping sports fans for business growth through connected stadiums

Kloudspot's smart stadium solutions offer marketers, teams, and brands tremendous opportunities to drastically enhance the fan experience for ticketholders.



www.kloudspot.com

INTRODUCTION

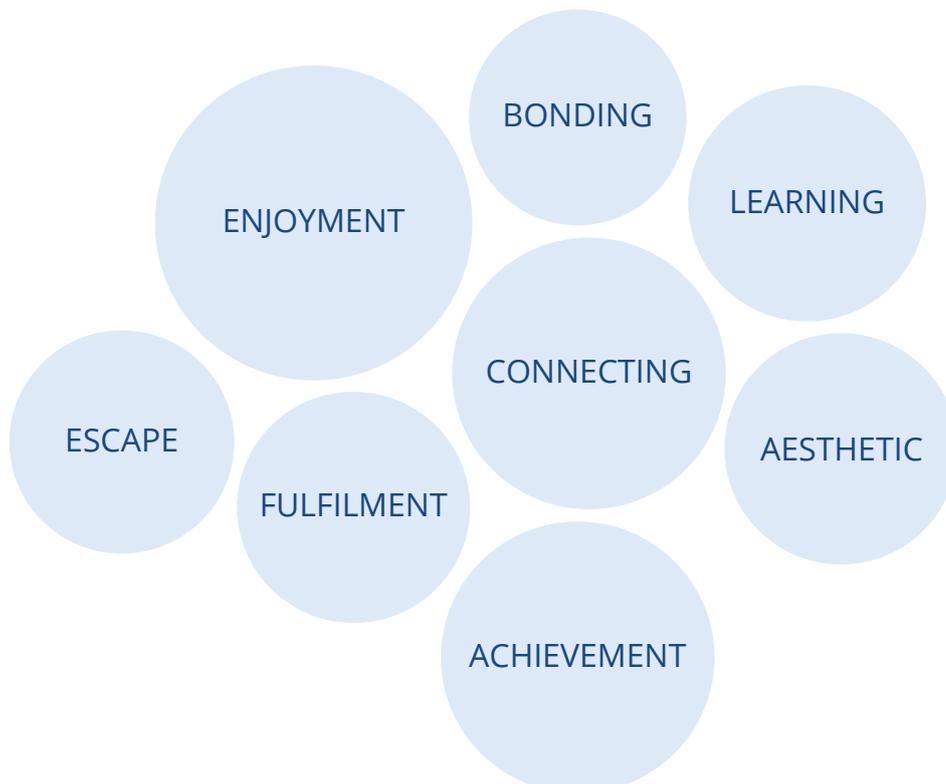
Marketing to sports fans has changed a great deal over the last few years, and marketers face new challenges to entice fans from their living rooms into stadiums. The fan will demand increasingly unique and memorable experiences to get them off their sofas.

Kloudspot helps brands focus on creating experiences that enrich live events and cater to today's tech-savvy fans who could (and want to) engage with multiple screens when at the game.



Sports venues will be expected to offer something truly unique. The energy and atmosphere of the crowd is a crucial part of the live experience, and many fans see attendance as an important part of fandom – but how can it all be enhanced?

The first step is to identify the sports fan and understand their expectations



Kloudspot enables businesses to use WiFi technology to harness advances in sensors, analytics, mobility, social media as well as improving their use of traditional technologies such as ERP and CRM.

Increase reach of brands and businesses to sports fans

Identification and classification of the fan base can go a long way in enhancing their in stadium experience and providing meaningful, memorable experiences and interactions with their favorite teams, heroes and brands.

Kloudspot helps you do just that

ENTRY NOTIFICATION

Customer: John Mc.Cain
Value: High
Visited: 3 times
Tags: NFL Season Pass, Lounge



Hi Density WiFi Network

Kloudspot's high performance WiFi for demanding environments is designed for optimized performance via the cloud. With live, remote monitoring and troubleshooting tools, Kloudspot enables administrators to deploy wireless networking that meets mission-critical standards and can deliver the performance needed to provide high-quality, reliable wireless services.

Leverage WiFi Infrastructure For Enhanced Customer Analytics



Kloud Display

Dynamic, realtime signage control using sensors, situation awareness and software defined wireless. Our Plug and Play advertising systems can convert any digital display into a cloud managed signage system. Manage global signages from a single location. Achieve efficiency in operations.



Multi Format, Multi Source Interface Design Tool

Businesses can easily create custom interfaces using the Kloudspot Admin interfaces. Integrate content from third party sources such as weather, stock information, news, music and video content.

Incorporate ad campaigns into the content, using rules engine and scheduler.

Integration With Emergency Services

Situation awareness is taken to the next level with Kloudspot's signage solutions. Kloudspot platform enables integration of emergency notifications and signage information on standby which can be triggered to be shown on all the displays in times of emergency. The display change to emergency notification can be automated through the rules engine by integrating it with the alarm system if required.





STADIUM PARKING ASSISTANT

Welcome Tracy! Please proceed to
Parking Blocks 3 and 4 are open

Engage Visitors Through The Entire Customer Journey



Reporting and Dashboards

Business intelligence from customer path traversals and dwell times can be used by the enterprise to plan car display highlights, layouts and seasonal layout re-arrangements.

Kloudspot retrieves profile data of visitors from popular social networks such as Facebook, Twitter, LinkedIn allowing sales personnel to get a snapshot of return visitors' social behaviour and gain insights to help make better recommendations and for business

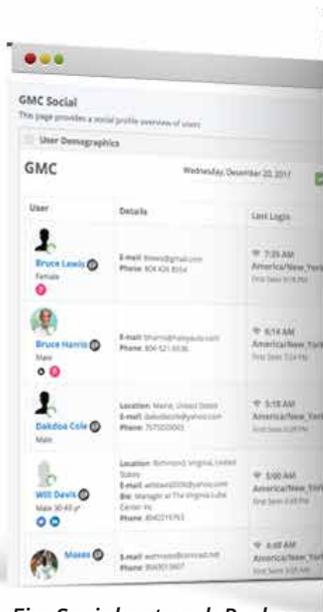


Fig: Social network Probes

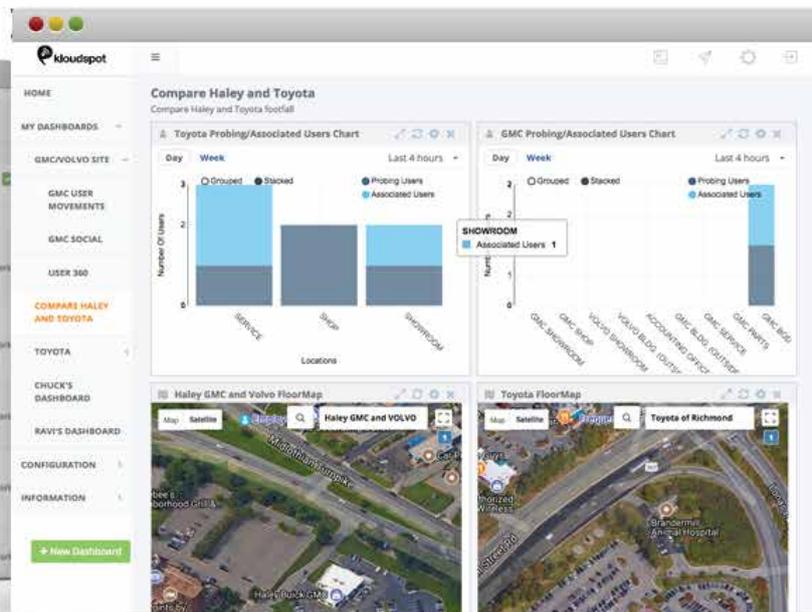


Fig: Visitor Analytics by Locations



Fig: Dwell Times

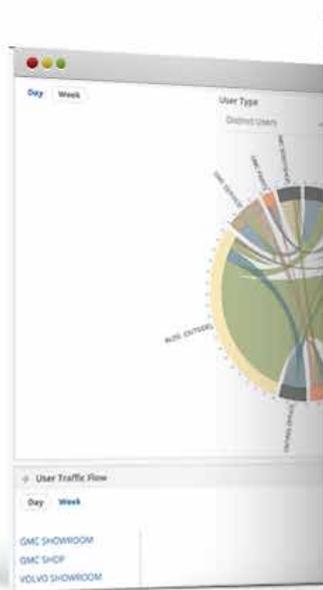


Fig: Visitor movement within premise

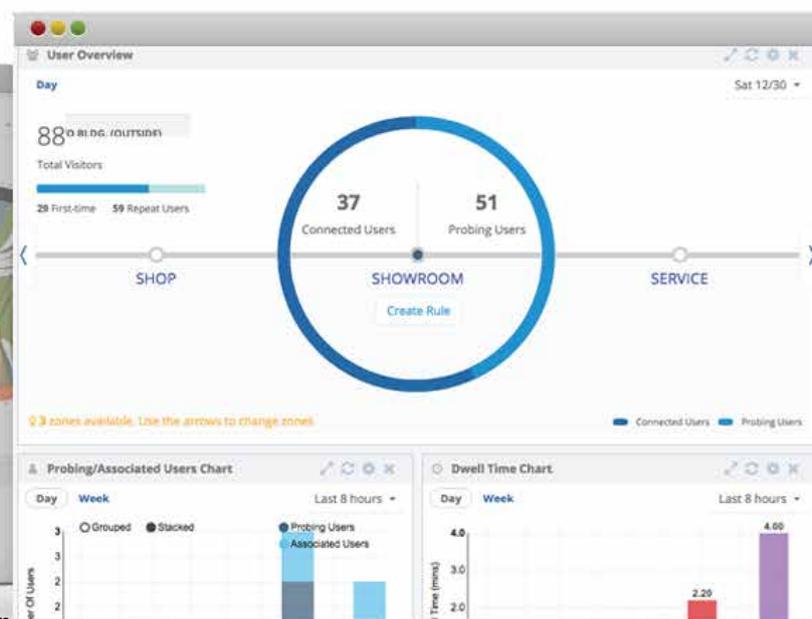


Fig: Customer Frequency by date/ time



Fig: Visitor Movement report

and many more dashboards. Easily define and generate your own reports using declarative JSONS. Generate reports in real time and also automatically sent to email as PDF/ CSVs.



We all love Kloudspot. Kloudspot has opened a new way to monetize our network infrastructure. We are able to provide event organizers insights into visitor behavior and analytics that help them improve their event performance. And our customers love the real time path traversal and dwell time analytics that help them tweak the events real-time.

Dan Borra

General Manager, Moscone Center

About Kloudspot

Kloudspot helps businesses in digital transformation by creating Intelligence Systems and Engagement Systems over cloud managed WiFi and sensor networks by enhancing the following

CUSTOMER UNDERSTANDING

Take advantage of your investment in WiFi systems to gain an in-depth understanding of your customers and their expectations, visit frequency, dwell times and more.

TOPLINE GROWTH

Partner with content rights holders and businesses to enhance sales of sports memorabilia, collectibles, food and beverages through eCommerce. Empower brands and service providers to capitalize on messaging, videos, in-app advertisements, streaming over multiple screens and signages and other contextual content during different elements of a game experience.

CUSTOMER ENGAGEMENT

Enhance customer service right from the time of entering the stadium through guided maps to their seats and rest rooms. Provide player and game stats, video highlights, updates on their league points, and other media — when live play isn't taking place.

WORKER ENABLEMENT

Sales team can receive verified details of attendees along with available social profiles who can be retargetted for sales at a later date. Crowd movement and path traversals can provide insights to improve customer service and crowd control.