

Giving fans a better, safer game-day experience

As season ticket prices reach astronomical highs, sports fans are looking to get more out of each game. Less time spent waiting in line? A more personalized experience? A fully digital process? Yes, please! Introducing the Trusted Fan Program, by IDEMIA.

1 Pre-game

Ticketing
Link season tickets or individual tickets to user profile in the Trusted Fan mobile app

BENEFITS
STADIUM: can set up a ticketing marketplace and better control secondary ticket sales.

Getting to know the fans (first time only)

- Subscribe and download Trusted Fan mobile application
- Snap a photo of ID and take a selfie
- Register credit card information and store for future use

BENEFITS
FAN: eliminates the need to bring ticket, wallet, ID, credit card — the Trusted Fan will only need his biometrics to access the stadium and its services.
STADIUM: the system will check the ID authenticity and match the picture of the ID's owner with the live selfie. In countries authorizing it, it could also check potential criminal background in the country's databases. With fan identities pre-verified, stadiums can adapt their security measures.

Connecting with fans

- Receive team information and special game-day offers
- Loyalty programs can include "meet the team" opportunities for super fans

BENEFITS
FAN: feel like a true fan with insider information and special offers.
STADIUM: boost sales opportunities and keep in touch with fans even in the off-season.

2 Getting to the game

Reserve parking and pre-enroll license plate number and vehicle information

Access the fast-track line: automatically scan and verify license plates, allowing cars to enter parking lots without stopping

Receive real-time traffic updates and directions to the stadium

BENEFITS
FAN: skip the long line and never hunt for parking again!
STADIUM: with pre-identified vehicles stadiums can adapt according to potential security risks.



3 Game time!

Trusted Fans

- Access the fast-track line: scan fingerprints with Morpho Wave, and pass the gate 3 times faster than with the standard ticket scanning process
- Receive a seat number reminder and a digital guide to your seat

BENEFITS
FAN: a true VIP experience: dedicated lines and a seamless and fast experience.
STADIUM: Get more fans safely through the door and more efficiently than ever before. Adapt security screening based on risk analysis and focus effort on potential threat areas.

Getting to know the fans (first time only)

Verify Trusted Fan's identity using Morpho Face facial recognition technology and enroll fingerprints with Morpho Wave by IDEMIA.

Half Time

- Order your favorite food and drinks from your seat via the Trusted Fan app
- Pick up your prepaid order from the fast track line at the concessions stand with a simple wave of your hand at the counter. Legal age is automatically confirmed from the Trusted Fan profile without showing ID document

BENEFITS
FAN: a true VIP experience with dedicated lines, extra services, and a seamless and fast experience — never miss a chunk of game-time again!
STADIUM: Keep the staff focused on serving customers — more customers served — more satisfied customers. Boost concession sales (self-ordering process typically shows a 20-25% lift in average check) and tap into fans' spending behaviors.



In real time to detect people or lost children inside the venue

Stadiums have massively invested in video surveillance, which helps solve cases and provides a safer game experience. This investment can be leveraged:

Combine the program with enhanced video analytics

After the game to analyze the flow and the fan behaviors in order to adapt the stadium offerings to meet their expectations

The Trusted Fan program can simplify and improve the fan experience, while making stadiums safer than ever before. Soon enough, similar programs could also expand to theme parks, concert venues and more!