

TruVenue®

Enhancing Fan Engagement based on Digital Twin Technology



Improve Safety and Security Strategies

TruVenue facilitates comprehensive risk assessment and scenario planning in a controlled, full-scale, digital environment. This enables planners to prepare for a wide range of potential threats or emergencies. By simulating crowd behavior, emergency evacuations, and the deployment of security personnel, planners can identify vulnerabilities and refine **response strategies** before real-world situations arise.

TruVenue strengthens interagency interoperability, improving communication during crisis management. It provides valuable data for training, ensuring personnel are well-prepared for high-pressure situations.

Increase Revenue Generation Potential

TruVenue is a valuable tool to increase revenue potential, providing insights into optimizing stadium operations. By simulating crowd flow, concession stand performance, and seating arrangements, stadium operators can identify areas where revenue opportunities may be underutilized, such as increasing food and beverage sales or optimizing club layouts.

TruVenue can help refine pricing strategies for box office, parking, and merchandising by analyzing demand patterns and consumer behavior. This **data-driven** approach allows stadiums to implement more efficient plans that drive revenue generation. TruVenue can test the effectiveness of new technologies, like mobile ordering or dynamic parking pricing, before their real-world application, ensuring a seamless and profitable integration.

Enhance the Guest Experience

TruVenue allows stadiums and event organizers to proactively address potential challenges and optimize the event environment. By simulating crowd movement, parking, and entry processes, organizers can identify bottlenecks and streamline logistics, ensuring smoother and quicker access to the venue. This leads to **reduced wait times** and a more enjoyable experience for fans.

TruVenue helps design efficient concourse layouts, improve amenities, and refine concession operations to ensure that fans have access to high-quality services throughout the event. Ultimately, the use of TruVenue enables a more personalized, efficient, and seamless fan experience, resulting in greater satisfaction and loyalty.

Safety & Security

40% of fans report witnessing unsafe or violent behavior at least once in the last year

Safety & Security

71% of fans report insufficient response to incidents they have witnessed

Safety & Security

Weather related evacuations and delays have increased 62% over the last 10 years

Fan Experience

Fans spend an average of 42 minutes waiting in lines when attending major events

Revenue Generation

Fans say they would spend \$20 more on food or beverage if line times were cut in half

Revenue Generation

10-15% of revenue comes from merchandise sales, but 60% of guests skip the lines because of their length

TruVenue is powered by:

