



As sports and events return in moderation, it's starting to become obvious where the challenges will come from and where the industry needs to prepare in order to restore confidence to visitors. Whether it's ensuring safe arrivals, in-bowl social distancing, concourse logistics or organised departures, digital technology will be at the centre.



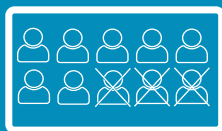
## DIGITAL SIGNAGE

Adopting digital signage at venues will help visitors stay safe from when they arrive to when they leave; guiding them to quieter areas with directional messages while keeping people entertained and engaged with the event.



## CONTENT MANAGEMENT

In a changing world dynamic content is key! Using an intuitive, browser-based CMS allows content to be created centrally for individual fixtures or events, increasing fan engagement on the day while also delivering health and safety messages.



## OCCUPANCY MANAGEMENT

Our digital signage connects to automated people counting systems to trigger warnings when too many ticket holders start to enter an area. Fans are then unable to maintain social distancing so need to move to other parts of the venue.



## LIVE SALES TRACKING

Digital Signage can integrate with on-site EPOS systems, so when the tills are registering a high number of transactions, TV displays can be triggered to direct visitors to another concession, avoiding large groups forming during breaks.

Interested in our #StaySafe Technology? Find out more at

[www.tripleplay.tv/staysafe](http://www.tripleplay.tv/staysafe)

[enquiries@tripleplay.tv](mailto:enquiries@tripleplay.tv)