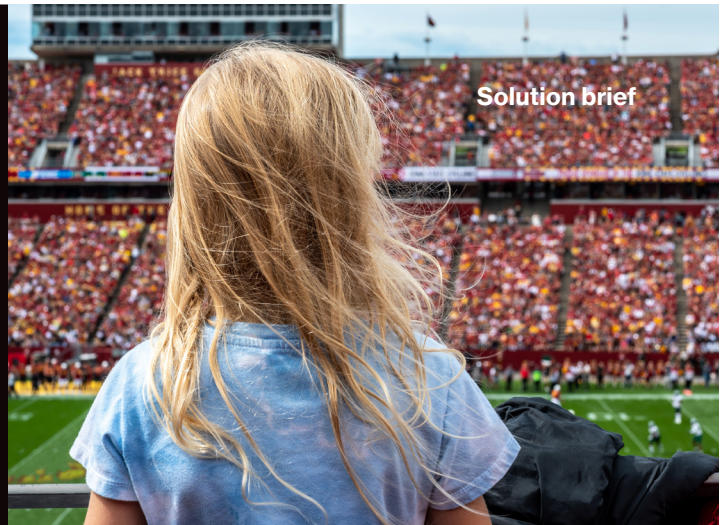# Help transform the fan experience.

5G Edge Crowd Analytics helps you understand, predict and capitalize on crowd dynamics.

Ultimately, it's about the experience. Delivering a good one is about managing crowds effectively, especially during big games and other marquee school events. For your students and visitors to have their best time, the stadium must be run safely and efficiently. Having line of sight into where people are, where they tend to go and when, and what they'll want when they get there is critical to optimizing your operations—and your bottom line.

Verizon 5G Edge Crowd Analytics is a software-as-a-service artificial intelligence (AI)-driven platform. The solution is designed to provide greater visibility and intelligence into crowds and help transform the experience of managing and attending events at college and university stadiums. Powered by Verizon's 5G and mobile edge computing, it enables you to analyze and interpret crowd movement patterns, providing data-driven, near-real-time insights that can better inform decision making.

5G Edge Crowd Analytics can help colleges and universities by:

- **Helping streamline guest experiences.** Use wait-time optimization to reduce the time fans are in line.

- **Supporting the potential to increase revenue.** Improve marketing by integrating queue analytics into your venue's existing digital signage to direct guests to concession stands and kiosks where wait times are shorter.

- **Assisting in maximizing efficiency.** Help optimize staffing levels or locations.

- **Aiding with effectively managing crowds and increasing safety.** Help detect congestion with near-real-time alerting.

- **Facilitating enhanced security.** Help monitor activity, including loitering in areas where people shouldn't be.

How 5G Edge Crowd Analytics works

5G Edge Crowd Analytics uses an AI-driven platform to unify your stadium's data sources, including LiDAR, Wi-Fi, cameras and point-of-sale (POS) systems. This gives stadium management the data-driven insights needed to help solve their complex business and operational challenges.

Verizon uses a three-tiered platform to help guide your stadium along the path of data and digital transformation.

IO Connect allows stadiums to build a holistic view of the customer experience and the factors that influence it by unifying all data sources, including LiDAR, Wi-Fi, cameras, POS, customer relationship management, digital signage and stadium mobile applications. Stadiums can also pull reports from other data sources, such as advertising networks and websites. With richer data sets, venues can better understand how context affects behaviors and attitudes to help improve digital and physical experiences.

IO Insights helps stadiums better understand what occurs within their venues to help create better spaces with AI-driven data visualization. Powerful historical, near-real-time and predictive data analytics; reporting tools; and notifications enable stadiums to better manage their operations and provide enhanced guest experiences.

IO Engage provides stadiums with sophisticated, automated content delivery tools to generate data-driven, omnichannel marketing, advertising and information campaigns to help influence fan behavior.

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Use the power of 5G Edge Crowd Analytics to improve the guest experience. And your bottom line.

5G Edge Crowd Analytics has a business intelligence dashboard that includes near-real-time analytics, heat mapping and location-based crowd information, including a detailed look at how each monitored space is being used during an event. By using the collected data with your venue's mobile application and/or its digital signage and integrating it via an application programming interface, you can provide a more engaging event experience and deliver even more for fans and students in an efficient, safe and profitable way.

5G Edge Crowd Analytics is a part of Verizon's 5G Edge solutions, powered by our 5G Ultra Wideband network. We were the first in the world to launch 5G, and you can depend on us to continue to deliver innovative solutions.

Verizon 5G Edge solutions

5G Edge Crowd Analytics is just one of our 5G Edge solutions designed to help venues:

Leverage innovative technology to transform the experience while enhancing the potential for profitability by allowing fans to spend more time in retail areas.

Improve the safety and security of the stadium while accelerating operational efficiencies, thanks to near-real-time performance and optimization at the edge.

Why Verizon?

Verizon is the most awarded brand for Wireless Network Quality[1] and America's most reliable 5G network.[2] Our network has massive fiber and small-cell deployments for reliability and performance. From 4G LTE to 5G Ultra Wideband, our coverage reaches nearly everywhere across the country.

Learn more

To find out how 5G Edge Crowd Analytics can help you improve the fan experience, contact your Verizon Government Account Manager or visit verizon.com/business/products/5g-edge/crowd-analytics

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