



3D Digital Venue

Service Guide 2020

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3D
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This document will explain the usual process that a client follows to give context to each service:

VIRTUALIZATION: Customers with newly built venues or those under refurbishment virtualize their bowl to obtain a precise view from each seat of the venue. The information delivered by MMC can be used to manage fans' expectations, to detect architectural errors or for an experience center in order to start generating revenue before the construction is completed. This service consist of two parts: Bowl and VIP.

VIP: Deliver a first-class experience to premium customers virtualizing Suites and Hospitality spaces. This process elevates the fan experience to another level, with clients being able to navigate through premium spaces and seeing their exact view to the pitch.

SEAT MANAGEMENT PORTAL: Once the venue has been virtualized, MMC can launch SEAT MANAGEMENT PORTAL. This tool simplifies the

process of relocating, selling new season tickets, upgrade or contract additional packages such as F&B, merchandise, parking. Decongest offices and offer fans the security they need to purchase their season tickets.

3DMAPS: Once the season ticket campaign is over, there is the possibility to integrate the 3D views with the single ticket flow, partnering with any ticketing platform. 3DMAPS can integrate views from every seat of the venue or views from sections.

2DMAPS: Clients can also request not to integrate 3D Views and opt for a simpler map which allow clients to select seats in a fluent an interactive way at the click of button. This multi resolution maps are designed to be mobile first and to facilitate venue comprehension.



VIRTUALIZATION

This service is focused on all those venues that are **new construction** or that are in **phase of remodeling**. These processes are difficult to handle due to their infinite variants, so 3D Digital Venue decided to create this tool to achieve optimal management.

The virtualization of a new venue has many advantages, including the ability to translate the complex architectural information into a **visual environment** that can be understood by all users.

Once the 3D model of the stadium is built, 3D Digital Venue can report construction issues such as restricted views or a better optimization of seating in specific parts of the venue. These problems, which would have a great economic impact, can be solved before construction, **saving great amount of time and money**.

Furthermore, these materials can be used to relocate season ticket holders well before the completion of the venue, allowing the institution to **start generating revenue in advance**. This tool is also used as a marketing tool to manage fan expectations and make them participate in their new home.

Texas Rangers used 3D Digital Venues Virtualization materials to create a unique experience center in which members could relocate to the new stadium using the materials provided. Spaces identical to the suites were reproduced, showing on a screen the exact pitch view that the client would have. This generated a great expectation among the fans who could experience in an interactive way the aspect of their new stadium, generating **engagement** and **high patron satisfaction** ratios.



VIP & HOSPITALITY

Virtualizing Indoor Suites and Hospitality means offering an outstanding experience to VIP customers, with a purchase process created exclusively to [enhance the buying experience](#). These exclusive spaces often represent a huge part of a venue's revenue, this is the reason why more and more institutions invest in presenting these exclusive spaces through cutting-edge technology tool.

3D Digital Venue offers 360 views from all suites and hospitality spaces of the venue, each of them with their correspondent pitch view to offer the most [realistic representation](#).

All furniture, lighting and amenities are reproduced to offer an accurate 3D model, giving each room its own personality and reproducing every detail. Customers can view the exact product of their

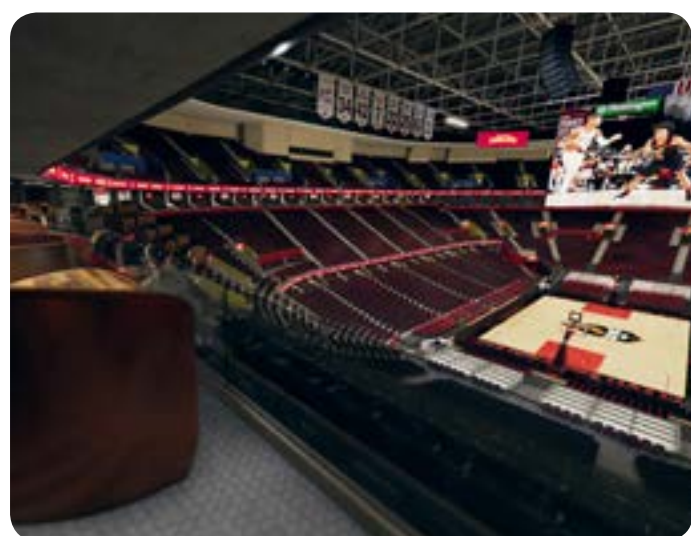
interest and navigate both indoors and outdoors on the picked suite or lounge. This service can also be used as a marketing tool, which can be very useful for sales teams to offer more information to prospective customers, being able to guide them through the different spaces and finding the one that most suits client's necessities. The tool allows salespeople to show the exact space and decoration of each of the room, [adapting instantly to the customer's preferences](#).





Case Study: A Virtual Reality walkthrough among the VIP Spaces of the Cleveland Cavaliers

Rocket Mortgage FieldHouse is located in Cleveland, Ohio and is home to the NBA Cleveland Cavaliers. The venue boasts a seating capacity of 19,432, which is one of the largest in the NBA. As the organization continues to provide the best fan experience possible, new technology now offers a unique experience to guests before they even step foot into the building.



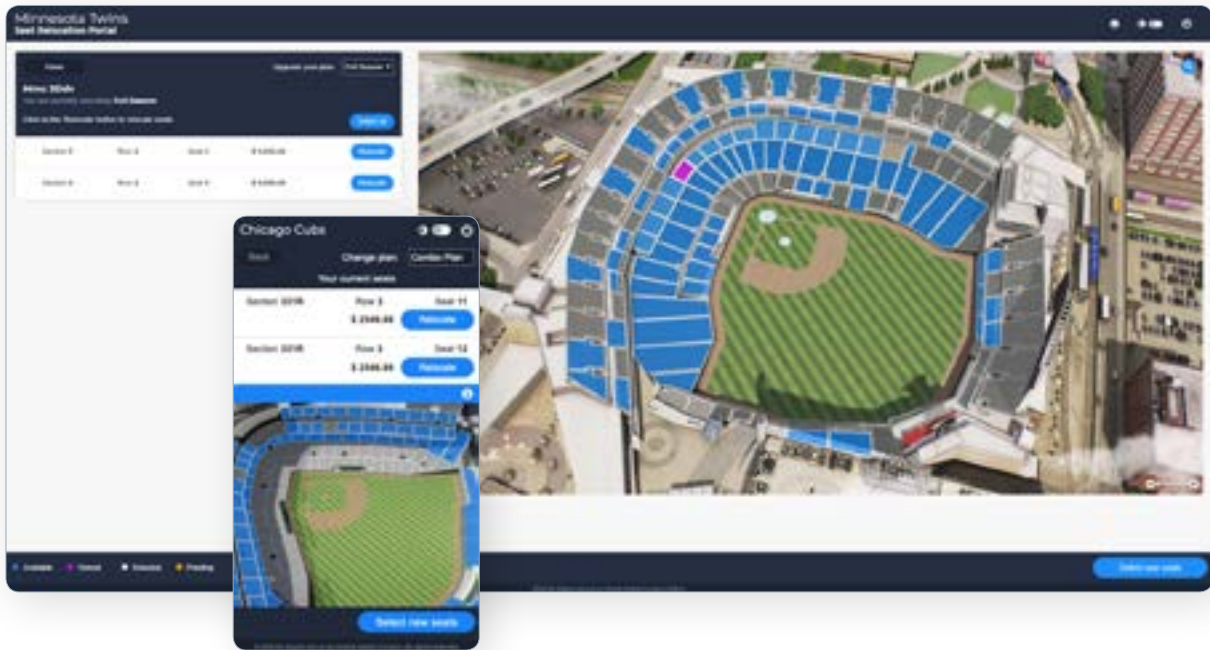
The cavs used Ticketing Integration: 3D Views from 3D Digital Venue to enhance the ticket buying process by allowing guests to virtually see the view from any seat in Rocket Mortgage FieldHouse before purchasing tickets.

The same experience is also offered to guests interested in purchasing premium seating inside of Rocket Mortgage FieldHouse, which includes more than 60 suites and five lounges. Because

VIP sales are such a large part of revenue for the venue, it was important to the Cavaliers that guests would be able to navigate through the premium spaces and to see an accurate and detailed view of each space from all aspects. 3D Digital Venue individually created each space with respect to the elements that give each room its own personality.

The challenge of accurately recreating the spaces and ability for guests to navigate in through the space Virtual Reality required a level dedication and detail that the team at 3D Digital Venue has been improving for years. 3D Digital Venue, conceived in 2012 in Barcelona is a global technology solutions company focusing on building 3D Digital Venue Management Solutions for the Sports and Entertainment Industry.

Equally unique and diverse in its offerings, 3D Digital Venue has been successfully building best in class 360-degree 3D interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers. Interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers.



SEAT MANAGEMENT PORTAL

The SEAT MANAGEMENT PORTAL has been designed by the 3D Digital Venue team to provide a [unique customer journey](#). It is often difficult for clubs to manage all of their inventory due to the variety of plans offered combined with the single ticket sales. For this reason, it is important that the [inventory is updated in real time](#) and that clubs have access to it to change both prices and availability at any time.

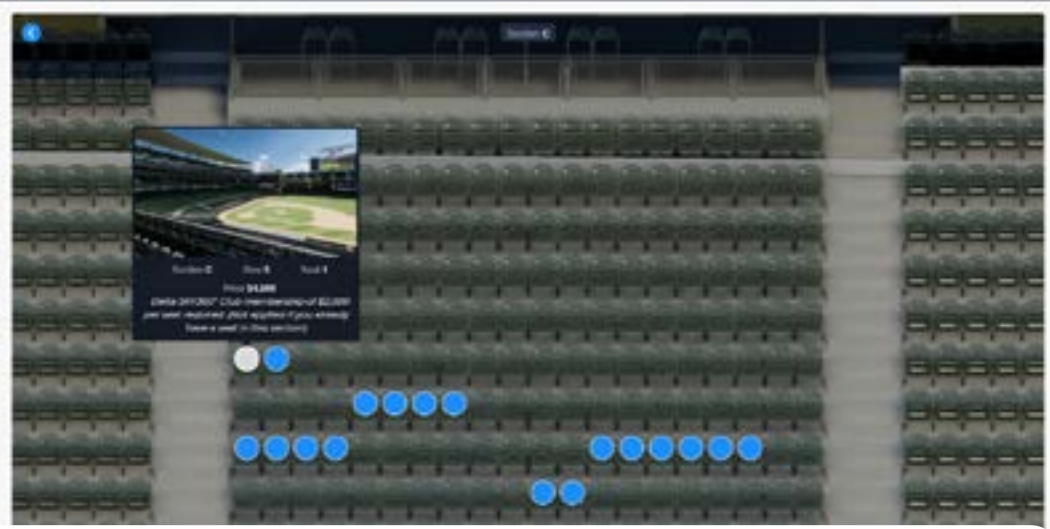
For this purpose, a standalone portal with custom business rules is enabled so that the club can manage all the requests simply and visually.

By entering their personal data, [season tickets holders](#) can access their previous season seats,

deciding whether they want to keep them, relocate some or all of them to another area of the stadium. To make a better decision, the 360 view of the chosen locations can be displayed, facilitating the comparison between seats.

All customers can add more seats to their plan without leaving the purchasing process, meaning that relocations, upgrades, and add-ons are [made on the same transaction](#).

The unification of this process and the [reduction of the number of clicks](#) the user must make to complete the transaction increases the conversion rate significantly.



Case Study: Relocating Minnesota Twins and Chicago Cubs Season Ticket Holders

The SEAT MANAGEMENT PORTAL is a web application that allows a **fast and efficient method** for season ticket holders to **upgrade their seats online**. The SEAT MANAGEMENT PORTAL manages the inventory, customer journey and provides fans a view of the field from every seat on either a mobile or desktop device.

The SEAT MANAGEMENT PORTAL can be customized to define and manage the **business rules**, customer purchase flow and seat availability as desired. Using our technology, you are able to create the entire frontend to offer a unique journey for your fans. This tool has been created especially for clubs to manage renewals in the easiest possible way, and consists of two different portals:

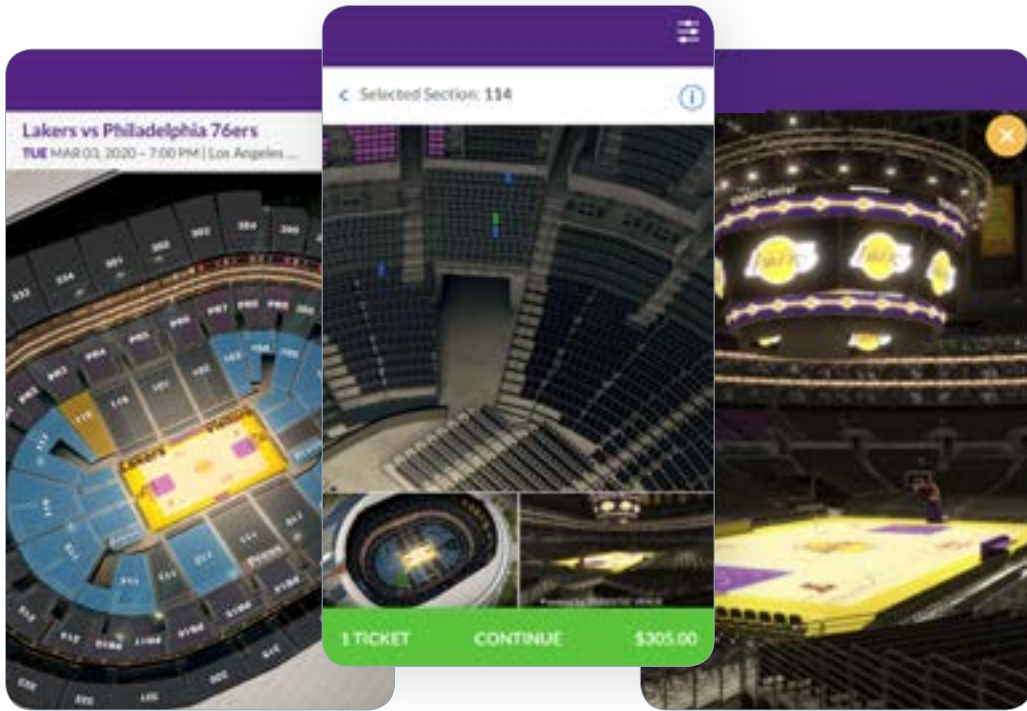
Firstly, the frontend from which users **renew** their seats, **relocate** them or **buy new seats**. Customers are also offered the possibility to change their plan by upgrading, achieving greater benefits on match days. This whole process is managed in a visual environment, mobile first and with the 360 views of each seat in the venue perfectly integrated into the process.

Moreover, a specific portal is created for the club that works as an internal management tool.

It has been created based on the needs that the clubs have expressed, such as being able to manage the **inventory in real time**, change prices or reserving certain seats immediately. The business rules that the client wishes for his business are implemented, offering total flexibility to manage **relocation, upgrades and add-ons**.

Minnesota Twins and Chicago Cubs have trusted 3D Digital Venue to support them with the renewal of season tickets for the 2020 season. Both portals allowed members to access their private area, where they could manage their season tickets quickly and efficiently. They could see the visuals of all the seats in the venue so they could choose the locations that best suited them. The staff from both teams could check and modify the inventory in real-time, allowing them to do the relocation from the club for some of their clients.





Frontend Ticketing Integration: 3DMAPS

This service allows to integrate 3D Views in the purchasing process, embedding them so that the fans can check their [exact seat in the venue](#).

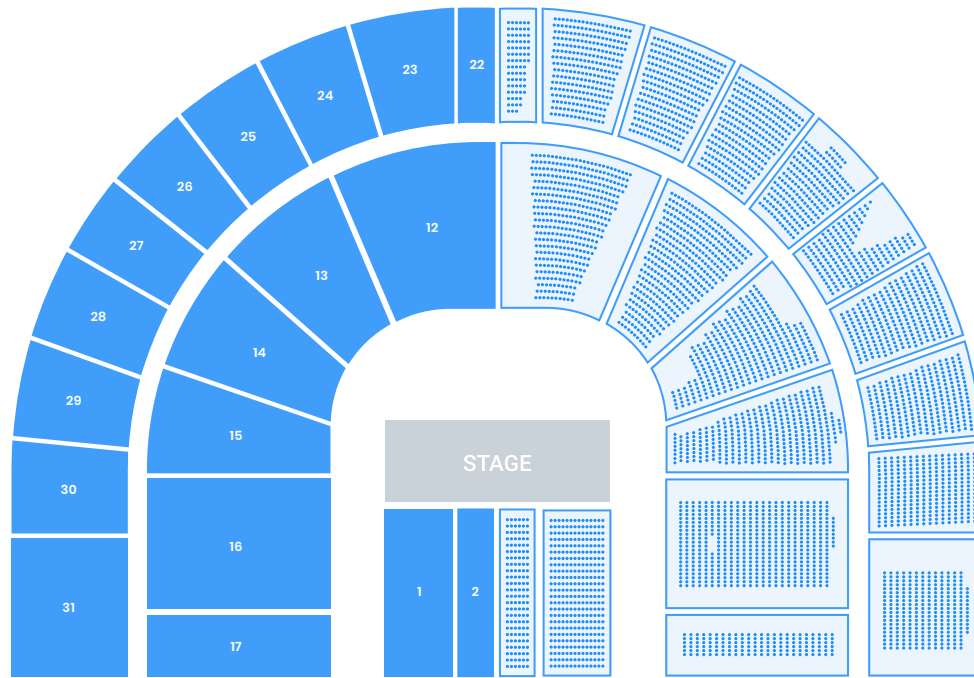
This widget integrates with any ticketing platform through an API that works seamlessly in all devices and operating systems.

The mobile first technology allows to open the visuals on any device and navigator to [improve venue comprehension](#) and let users check exactly which seat of the venue they are purchasing.

This feature allows all clients to experience a unique customer journey, and satisfy even the most demanding customers

3D MAPS by 3D Digital Venue offer [three main features](#) that configurate the sales flow:

- [Top View](#) from bird's eye perspective giving a full image of the venue.
- [3D Seat Maps](#) from all sections provided by the client.
- [3D Seat Views](#) from each seat of the venue, reflecting all the surrounding elements.



Frontend Ticketing Integration: 2DMAPS

Being able to select a seat in a fluent and interactive way at the click of a button, plays a key role in order to [boost fan experience and fan loyalty](#), and also to empower the [comprehension of the venue](#) through realistic and accurate maps. To facilitate venue comprehension, 2D Maps don't only take into account the seats, but also the orientation, stairs, special seats and other architectural elements that can be significant when it comes to buying a ticket.

Technology is adapted so that the user can seamlessly navigate through the map [on any device](#), significantly reducing the number of clicks and accelerating the purchase process. 2D maps are directly integrated into the purchase process, and can even be embedded into all the digital channels of the venue or club. Tools created by 3D Digital Venue allow [automatic generation](#) and distribution of 2D seat maps,

giving the capacity to modify them quickly and allowing to have different configurations depending on the event. The Maps are API Driven, and 3D Digital Venue provides support for the integration of the maps offering an easy to integrate widget that is flawlessly embedded on the ticketing platform frontend to assure the best purchasing experience for the consumer. The widget, designed to be [mobile first](#), offers [multi-resolution maps](#) that help the consumer having a better venue comprehension.

Also, the technology acquired through working with top tier clients, has allowed to develop best available seat algorithm to facilitate the purchasing process. [Business rules](#) can be defined by the client such as strangle single seat check or integrating primary and secondary markets on the same map, bringing everything the user could need, together in one map.



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