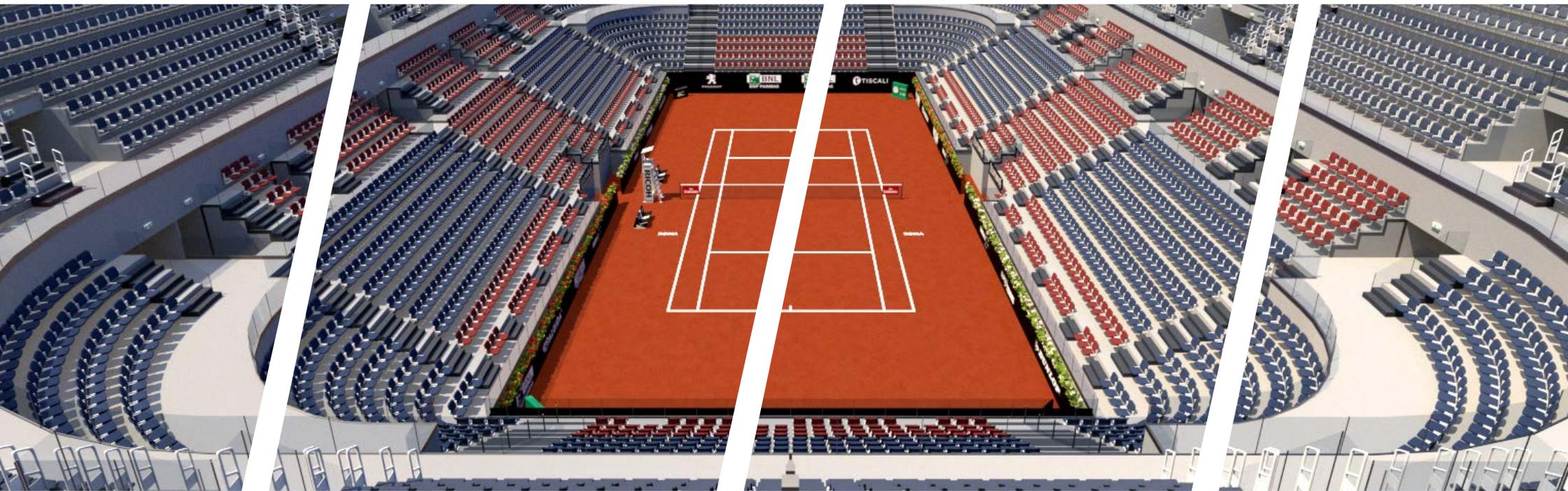


your seats **360**

3D Solutions for Sports and Entertainment

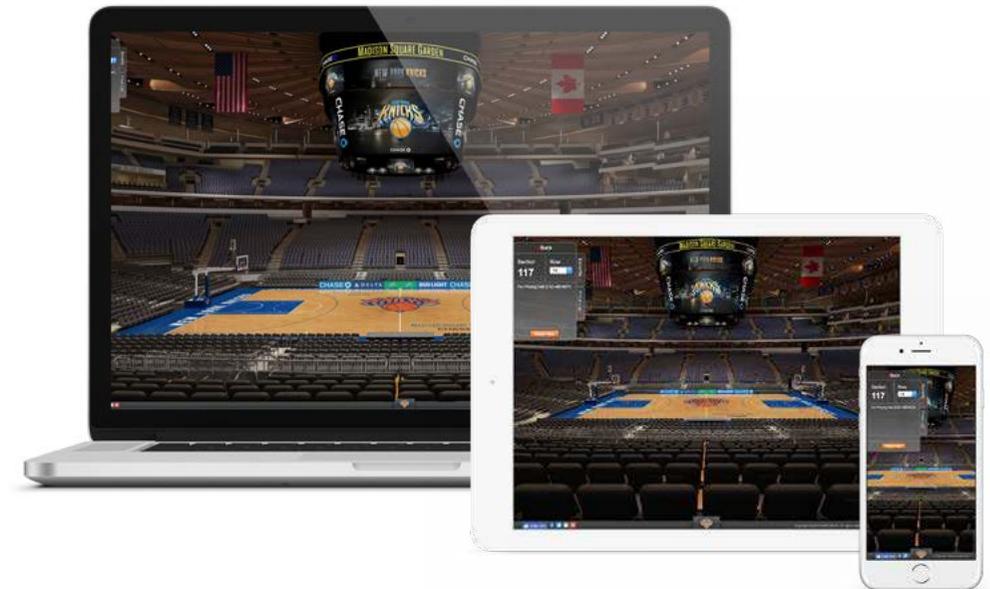




Virtual Venue Etihad Stadium - Manchester City

Market Trends

- Venue management for Sport and Cultural events has recently evolved. Technology is changing the organizations and the audience expects more and more
- Entertainment is looking at the great capabilities of virtuality to increase audience engagement
- Major sport Leagues, most popular Clubs and centralized ticketing offices around the world offer to their Fans the ability to select the seat on extremely realistic 3D interactive maps of the venues which allow to visualize the court/stage from the chosen place



Virtual Venue Madison Square Garden - New York Knicks

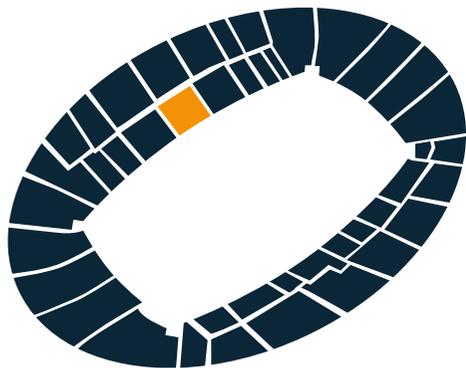


What is Your Seats 360?



- Your Seats 360 offers to the users an interactive informative experience providing a realistic perspective of the venue: how far the court is going to be, what the seats will be like, how the stage will appear. The 3D view helps making faster purchasing decisions thus allowing the event manager to maximize the sales
- A service platform designed to manage and virtualize every aspect of the venue, from the stands to the hospitality areas
- For each event, Your Seats 360 builds a 3D model of the venue that, once loaded into the platform, becomes immediately navigable
- With gyrosopic and 360° panoramic images, you can test EACH SEAT of the venue and compare different seats and sectors
- Technology helps to remove the guessing game «how it will look like from here?» especially if you've never been at a certain venue or arena establishing a relationship of trust with the end customer
- Your Seats 360 is highly usable: any device, laptop, desktop, tablet and smartphone

1



Sector Selection:
aerial view of the sectors

2



Seat Selection:
Global view of available seats

3



3D Panoramic View: ultra-realistic view of the venue
From the selected seat and 360° navigation



YOUR SEATS 360 Virtual Venue Centrale Del Tennis - Roma



Why Your Seats 360?

The Fan when purchasing a ticket, wants to know EXACTLY what will see from the selected seat BEFORE the actual purchase; the selection of the seat from a dull, not-realistic and not-in-scale diagram is such a frustrating experience!

This, not only makes the the purchase slower and more difficult, but also doesn't help the user to understand why the price of a certain ticket/sector is so different one another

Your Seats 360 allows a full immersion in the venue, providing the users with a real view of their seats while offering a comparison between different options

Customers are therefore more involved and re-assured throughout the entire purchasing process

Your Seat 360 improves the service offered by the operators, maximizes sales, contributes to the success of the Event and increases substantially Fans' satisfaction

- **SHORTEN PURCHASING TIME**
- **INCREASE SALES OF TOP SECTORS**
real-time comparison of different seats
- **AUGMENTED EVENT AWARENESS**
involving fans since the seat selection
- **NO MORE UNPLEASANT SURPRISES FOR THE FAN**
increasing the customer satisfaction and loyalty

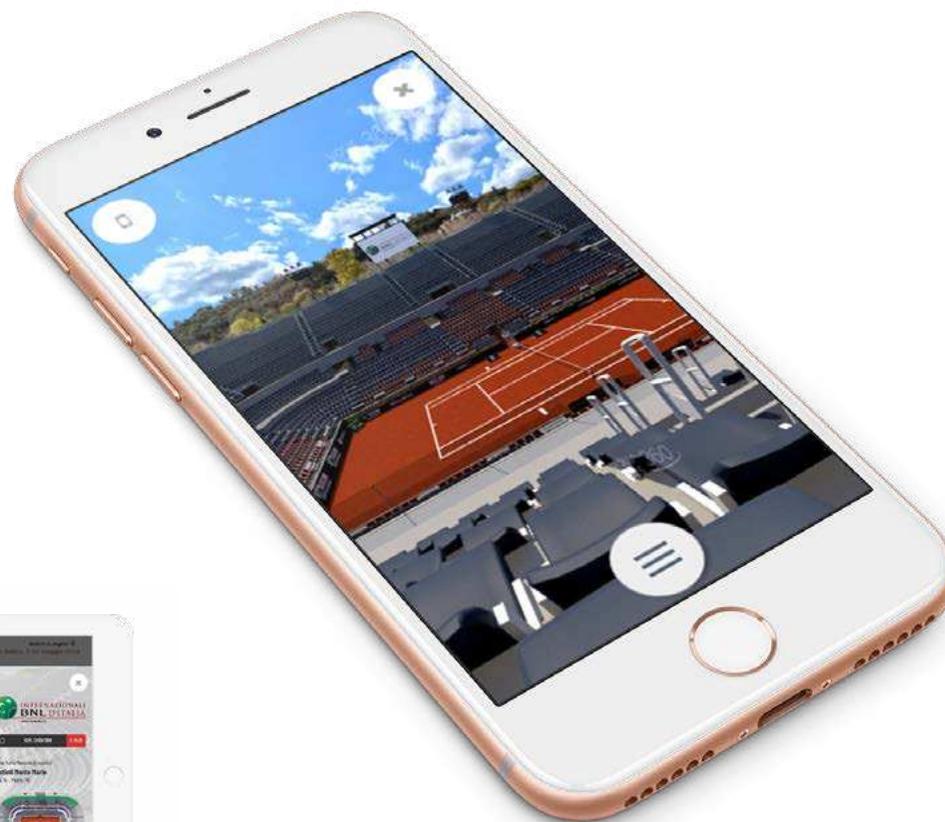


Device

*The best possible purchasing experience for the Fan
Improved business for the organizer*

COMPATIBLE WITH ALL
TICKETING PLATFORMS

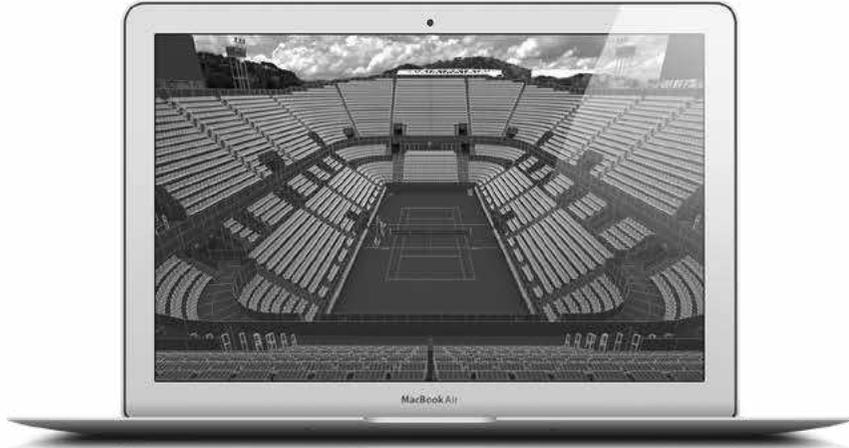
The seamless integration of the widget YOUR SEAT 360 on the ticketing channels and on the e-commerce platforms maximizes revenues while providing an advanced, integrated and interactive purchasing experience to the fan



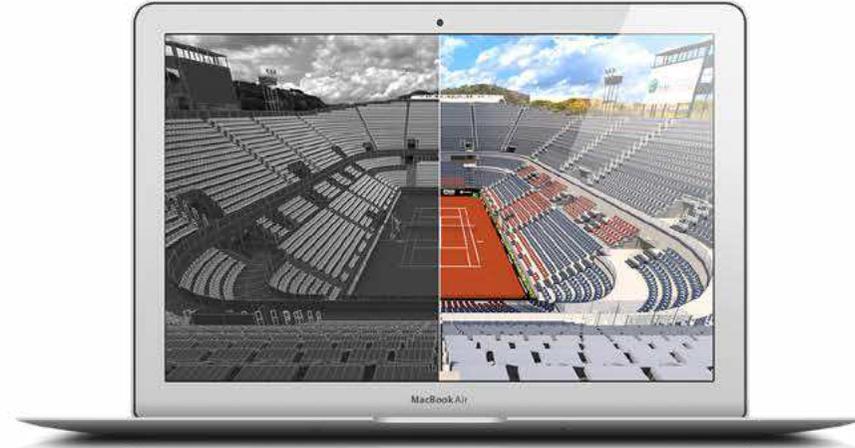


Building Steps

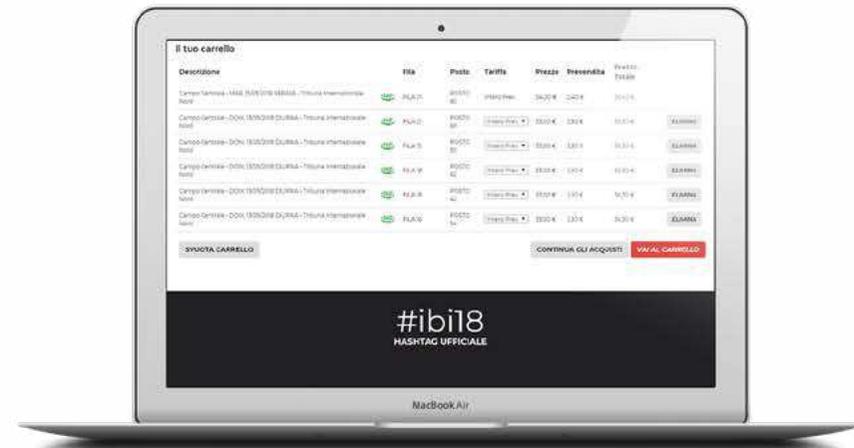
01 - Model Building



02 - Seats Rendering



03 - Service Activation





Case History: "Centrale del Tennis" Court Rome

PLATFORM INTEGRATED ON PRE-EXISTING WEB SITE

The virtual ticketing solution offered to Italian Tennis Federation for the «Internazionali d'Italia di Tennis 2018», has been deployed in March and integrated on-the-run on the pre-existing e-commerce site

Starting from June 2018 the development of a new site has been planned featuring new functionalities to overcome the current limits



[VIEW THE PROMO!](#)

STEP 1

Map selection of the sector



STEP 2

Seat selection



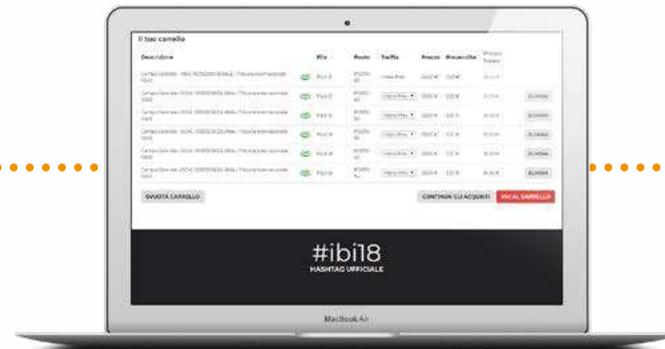
STEP 3

3D View from the seat with price recap and social networks links

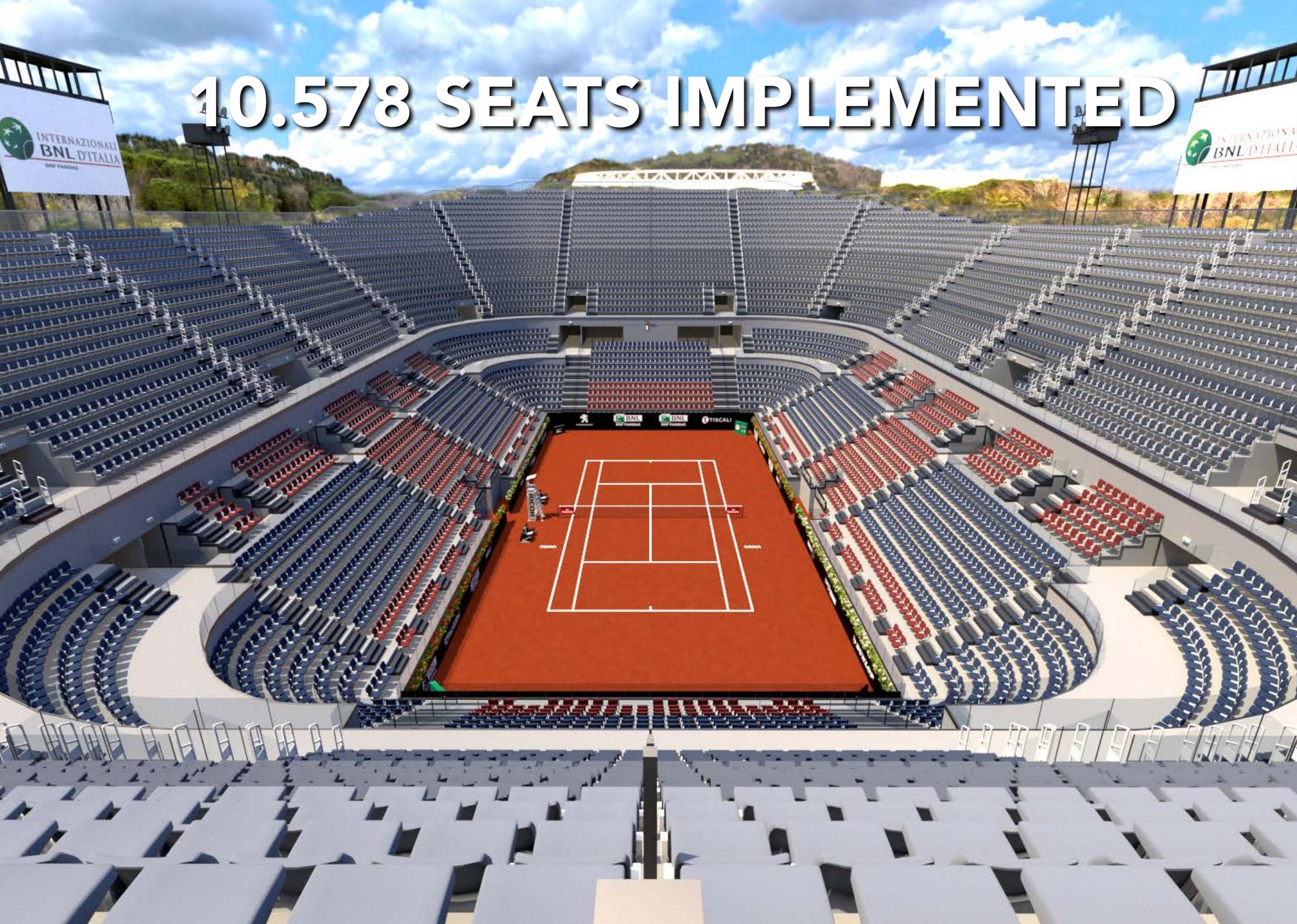


STEP 4

Purchase



10.578 SEATS IMPLEMENTED





Custom Services: Platform Evolution

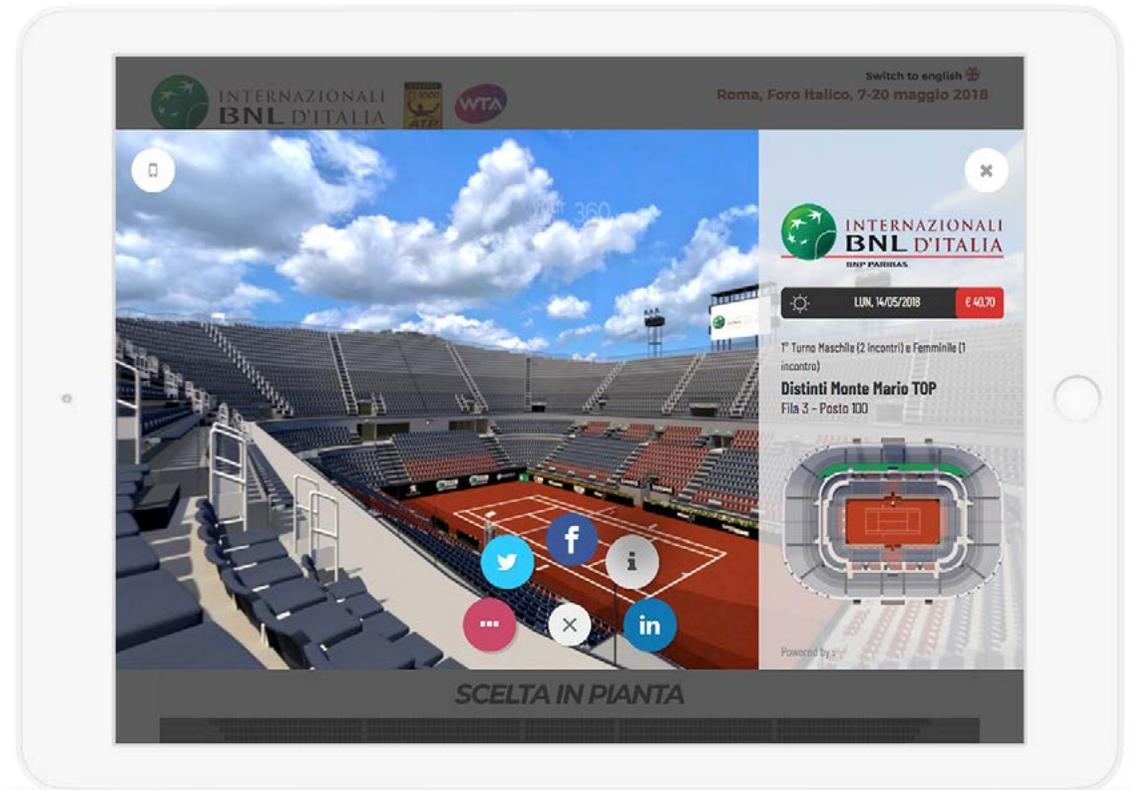
Technology builds through imagination: services customization and implementation of new features on the platform

- **Seats and Sectors comparison within the same view**
- **Direct purchase from the view**
- **Integration with main social channels**
- **Hospitality Areas Virtualization**
- **Customized views for the Sponsors**

Super Fan: Integration with Social Media

Your Seats 360 is compatible with most popular social platforms and providing

- Instant sharing of purchase selections
- Reviews and Recommendations of seats and sectors
- Multiple/Group purchases





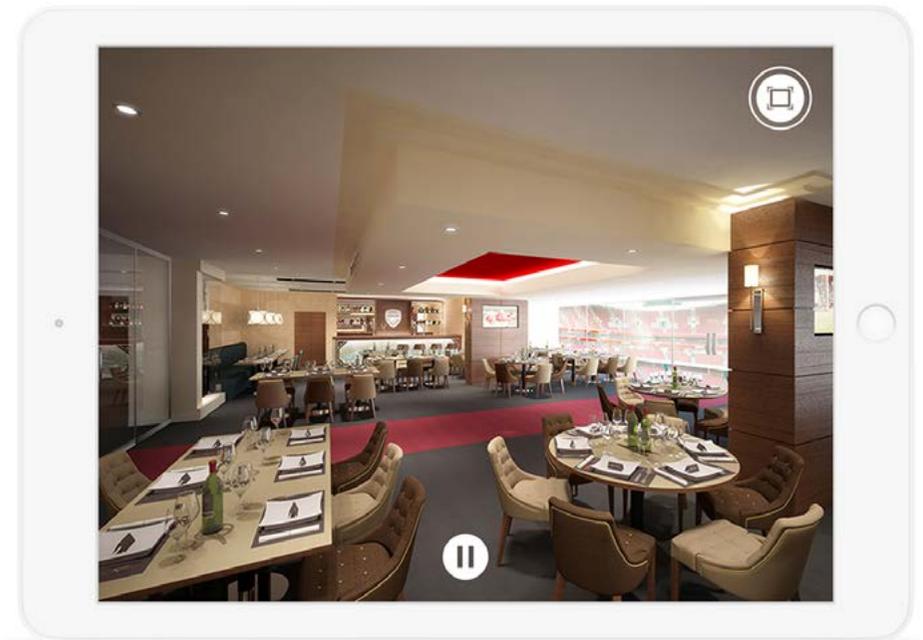
Virtual Venue Groupama Stadium - Olympique Lyonnais

From Stands to Hospitality Areas

Your Seats 360 Platform is suitable for rendering also the Hospitality Sections, thus allowing the gyroscopic view of Premium Areas often restricted to VIP.

It offers a interactive experience to potential TOP Clients and SPONSORS with customized 3D views of the Suites

- Key tool for sales support
- Advanced marketing enabler
- Customizable environments



Who We Are



Leader in centralized ticketing management and guests accreditation.

NSA Ticketing grants to the promoter the development of the ticketing service for any event; dedicated call centers, design of customized ticket layouts, prices definition, venues optimization and promotion of incentive packages for business customers.

- Ticketing, accreditation and security
- Venues study and seats and sectors definition
- 3D Virtual Management
- Management and Consulting for ticketing services of any event
- Relationship optimization with electronic ticketing provider
- Highly qualified personnel
- Fiscal accounting
- Access and accreditation control

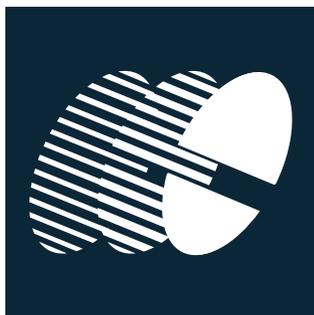


Vision and Energy, Competence and Experience, we are the ideal partners to offer the best available support to communication with appropriate digital solutions.

We investigate firms' mood and communication needs to build around them the best way to express it, modeling raw material and translating it into effective communication. We conceive new up-to-date multimedia experience, fully optimizing the capabilities of new technologies. We develop in details cross-media plans built on excellence and ad-hoc.

Specialized in implementation of digital projects for public and private firms

- Digital Design
- 2D & 3D Animation
- Virtual Reality
- Augmented Reality
- Applications
- Interactive design
- Content



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