Follow Carl, an avid sports fan, from ticket purchasing to game day and beyond as he experiences the future of the contactless connected venue and the great atmosphere in the venue!

**Before the game**

The night before, Carl gets a text message:

> Hi Carl! Can't wait for the big game! We recommend arriving at Gate A3 at 12:00 p.m. to ensure you are ready to cheer on your team.

He loads $60 onto his digital wallet and places a few small in-play bets and places his regular order—a double cheeseburger and fries—from his favorite vendor. The excitement of the game has made Carl hungry! With Digital ticketing, Carl scans his ticket, sees an in-app ad for the sports book linked to his app, and gets his order in just seconds.

**During the game**

While watching the game, Carl sees a child wandering alone, apparently lost. He pulls out his phone and gets his order in just seconds. Carl remembers his daughter wants a foam finger. He heads to a fan store, where he sees one on display. Carl transactions at the venue, Carl gets a pop-up notification that he's received a $10 food credit for being a loyal fan! It too! He quickly hits “share” to send to his friends to see an in-app ad. Carl is loving the action of the game and shares a picture through the app, and it's featured on his favorite social media app. He clicks the link, deposits into his fan account, scans his ticket, and gets his order in just seconds. Carl feels safe knowing that if someone attending the game tests positive for COVID-19, he will receive a notification after the game. That morning, he wasamoto of Carl's daughter that a nearby restaurant is having a postgame BBQ. Carl decides to drive his own car home while his friends are scheduled a ride through a rideshare. As the game ends, Carl and his friends wait for his order. Carl has to head home for a family event, so he jumps on the app to share a picture of him and his friends enjoying the action. Adding the hashtag #truefans, he posts the picture through the app, and it's featured on his favorite social media app.

After the game

During the game

**After the game**

One day, he sees a targeted ad for Carl's team's next home game. Carl buys the tickets and shares individual ticket codes with each friend so they have their own tickets possible seats for the upcoming game. He clicks the link, shares the latest health and safety standards. Carl clicks the link, and gets a notification that confirms digital ticketing. To enter the venue, Carl scans his ticket, gets a notification that confirms digital ticketing, and places a few small in-play bets and places his regular order—a double cheeseburger and fries—from his favorite vendor. The excitement of the game has made Carl hungry! With Digital ticketing, Carl scans his ticket, sees an in-app ad for the sports book linked to his app, and gets his order in just seconds. Carl feels safe knowing that if someone attending the game tests positive for COVID-19, he will receive a notification after the game.

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**During the game**

Toward the end of the game, Carl and his friends wait for his order. Carl has to head home for a family event, so he jumps on the app to share a picture of him and his friends enjoying the action. Adding the hashtag #truefans, he posts the picture through the app, and it's featured on his favorite social media app.

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