



Vix Technology and Melbourne Storm boost fan engagement with launch of 'smart stadium'

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Vix Technology, in partnership with National Rugby League (NRL) club Melbourne Storm, has announced the launch of Australia's first 'smart-stadium' loyalty and fan engagement technology. The Vix SmartSite® stadium solution integrates payment, access, loyalty rewards and patron analytics technology at Melbourne's AAMI Park stadium.

After a successful pilot program in 2014, Vix SmartSite® stadium technology will be offered to Melbourne Storm members as a standard component of their membership for the 2015 season.

"We're driving the evolution of sports marketing and technology for fans to the next level," said Steve Gallagher, CEO, Vix Technology.

The new integrated technology combines payment, access and loyalty capabilities within members' club cards, laying the foundation for a cashless stadium environment. Sporting clubs and stadium managers are provided with new fan engagement opportunities and valuable insights into their behavior to help enhance match day experience and grow revenues for all stakeholders.

"Vix SmartSite® is building the platform for clubs and stadiums to create deeper and more sustainable business models," said Gallagher. "The analytics generated from these integrated activities will help drive a more insightful understanding of fans, so clubs, sponsors and stadiums can better reward and cater for their needs."

For Melbourne Storm members, the platform removes the need to take cash into the stadium when attending matches – instead, their membership smartcard will allow stadium access and can be topped-up with money to spend on food, drinks and merchandise while at AAMI Park, resulting in faster queues and greater convenience.

Melbourne Storm Marketing Director, Mike Billing, said the implementation of the technology would set Melbourne Storm apart with its membership offering.

"There is no other program like this in Australian sport that integrates smartcard technology to track spending at the stadium, integrates sponsors as well as rewarding digital actions across social media and our own website."

The platform is enhanced through Storm's Lightning Rewards program, awarding users with points for attending matches, purchasing items at the stadium and engaging with the team on social media, among other activities, allowing closer engagement between the club and its fans. The SmartSite® technology is complemented by a mobile

app and web integration providing a convenient platform for Melbourne Storm members to access the program.

The partnership is a significant step toward sporting clubs and stadiums harnessing mobile and contactless technology like Bluetooth iBeacons, NFC and EMV to improve patrons' match-day experience.

For further information please fill out the contact form on our website.

NOTES TO EDITORS

About Vix Technology:

Vix Technology is a leader in smart booking, ticketing, payments, real-time information and data management solutions for large-scale transport networks working with more than 200 customers worldwide.

Vix leverage more than 25 years industry experience designing, operating and maintaining proven next-generation ticketing, payment and loyalty platforms to help governments and businesses manage around 5 bn transactions a year and create new ways to connect with their customers.

Harnessing the latest technologies, Vix now also works with major sporting clubs, mining communities and event venues to boost engagement, save resources and enable powerful data-driven loyalty and reward schemes through simple solutions that achieve measurable growth and increase customer satisfaction.

About Melbourne Storm SmartSite® and loyalty programme:

https://www.melbournestorm.com.au/news/2015/04/01/storm_launches_austr.html