

Whether it's a stadium, a shopping mall, airport or exhibition center, visitors want to be welcomed with a great mobile experience. It's about engaging better with each customer and taking the opportunity to help them, connect with them, and entice them through advertising and promotions.



LARGE PUBLIC VENUES

Ucopia allows the audience to share the moment. Hosting hundreds of thousands of users with different profiles and devices, performance and experience is guaranteed.

Venues can send targeted advertising and provide high quality information services to deliver an outstanding digital environment.

Sport arenas, convention centres, train stations airports and shopping malls: public venues need to provide great connectivity and an amazing service to their connected visitor.

CUSTOMER NEEDS

- Deliver high-density connectivity for tens of thousands of visitors simultaneously, with a personal welcome back for previous visitors.
- Ensure efficient bandwidth usage (supporting social media, chat and video streaming)
- Engage with fans (promoting annual tickets, discounts for services and merchandising)
- Be able to push messages to your visitors' devices (event schedules, promotional offers, real time and location relevant information)
- Provide a rich media experience
- Enable online gaming and betting

CUSTOMER REFERENCES

More than 500 references

THE KEYS TO SUCCESS OF THE UCOPIA SOLUTION

- On-board hundreds of thousands of users within a few minutes based on pre-defined profiles (visitor vs exhibitor, passenger vs staff)
- Enable visitors to easily share images and videos on social media
- Works with any client device
- Connect in one click (supporting social network authentication)
- Personalised digital environment at each event
- Collect valuable customer data and store in securely in a database
- Aggregate with other data sources and analyse
- Create highly focused marketing campaigns
- Push messages in real time to every connected device