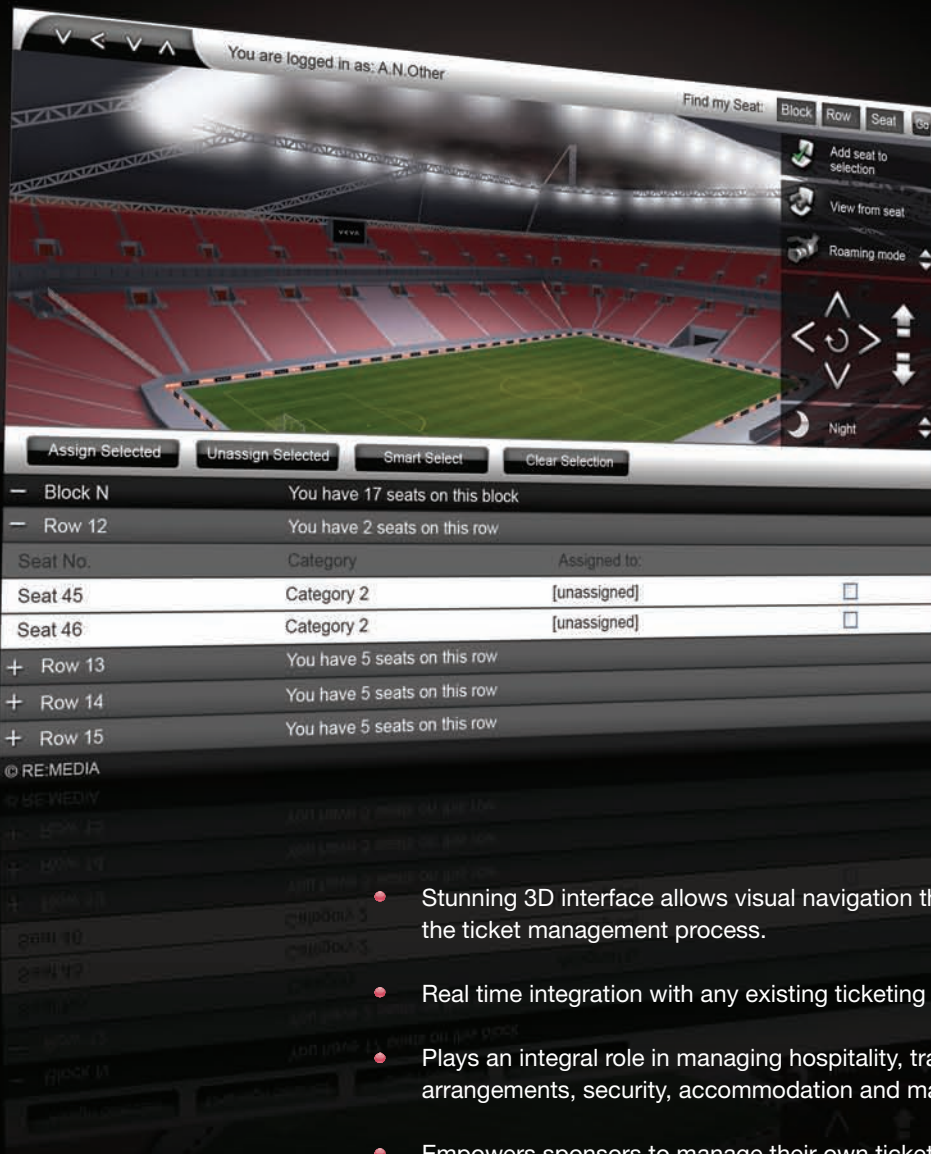


Revolutionising ticketing and event management globally.



- Stunning 3D interface allows visual navigation throughout the ticket management process.
- Real time integration with any existing ticketing databases.
- Plays an integral role in managing hospitality, transport arrangements, security, accommodation and marketing.
- Empowers sponsors to manage their own ticket allocations.
- Allows customers to see where they are seated, their view of the pitch and identify stadium facilities closest to their seat.

VEVA™, the visual event and venue management application that enables stadium owners and event organisers to deliver cutting edge services to customers and sponsors through their own personalised 3D interface.

The concept of stadium visualisation is, in itself, nothing new. There is no shortage of software applications that are capable of creating three dimensional (3D), computer-generated images of stadia, although most of these images are just that - pre-drawn pictures or plans which a user can 'fly through' on a predetermined path. Their potential as marketing tools is fundamentally limited by their lack of interactivity.

However, as web technology advances, this looks set to change. RE:MEDIA has masterminded new software (VEVA™) that makes it possible to create an interactive on-screen 3D stadium environment and drive information from that environment directly into, for example, a ticketing database. For the very first time stadia are created in their totality, enabling the user to be truly immersed in the stadium experience. The software enables real seat data to be visually managed by the event organiser, stadium owner or commercial partner, providing a unique integrated system.

Steve England, Managing Director of RE:MEDIA comments: "We have created an on-line application that enables a visitor to an event to see exactly where they are going to sit, what the view will be from their seat, where they can park their car and what facilities are available around them. This visual approach, coupled with the application's ability to link in real time to other databases, delivers stadium owners and organisers of sporting and leisure events massive opportunities for building brand loyalty by empowering customers and enhancing the overall experience."

The Background: Getting Experiential

We are entering into an age of experiential marketing. In the words of Pine and Gilmore, founders of US-based Strategic Horizons LLP and authors of The Experience Economy: "Those businesses that relegate themselves to the diminishing world of goods and services will be rendered irrelevant. To avoid this fate, you must learn to stage a rich, compelling experience."

Experiential marketing is about moving beyond the traditional focus on selling products towards a more holistic approach to marketing. The idea is that by creating entire lifestyle experiences around a product, businesses can strengthen customer loyalty. Take, for example, Apple's new store on New Oxford Street, London. The 1,300sqft, Rodney Fitch designed store features iPods configured with flat-screen iMacs, so customers can try out and compare products - making it more like a multimedia café than a retail outlet.

The principles of experiential marketing are particularly applicable to event management, where the legacy of an event lives on long after the event itself is over. Stadium owners and organisers of sporting events need to be looking for every available opportunity to enhance the customer experience and leave a lasting impression. By integrating VEVA™ with other operational processes, it is now possible to do just that.

The Product: Turning Data into Intelligence

VEVA™ is all about turning data into intelligence. It involves taking all the individual streams of data that businesses might not automatically think about combining - from ticket allocation data to venue configuration data and architect plans - and transforming them into something visual.

The software begins with a 3D view of the stadium, with every seat in precisely the right place. But the benefits really begin when this technically accurate 3D visualisation is combined with other technologies, such as on-line ticketing facilities and CRM (Customer Relationship Management) tools.

For example, by integrating interactive stadium simulation with on-line ticketing capabilities, stadium owners and event organisers can create a comprehensive on-line ticketing experience, which revolutionises the way customers, organisers, managers and owners order, manage and fulfil the ticketing process. It does the job of a technical database-driven ticketing system, but drives this through an interactive 3D platform.

Turning a Vision into Reality

Traditionally, ticketing has been no more than a transactional 'process'. Linking ticketing with stadium visualisation transforms it from a mundane manual procedure into a value-adding experience. It allows spectators to not only carry out ticket transactions on-line, but also see exactly where their seat is located on an on-screen 3D stadium. Showing ticket holders how to get to, and access the stadium, and offering an on-line tour of amenities are just some of the possibilities that then become reality.

While this sort of information may be second nature to a season ticket holder of a local football club, where it really comes into its own is for event organisers or partners of large international sporting events, which are held in different locations every time. An event sponsor, for example, may be allocated 100 seats, which it wants to issue to important clients. Historically, deciding who would be allocated what seats and communicating this information to clients would have to be done manually. With this system, management teams from event organisers, partners and commercial sponsors can manage and allocate seats for groups or individuals ensuring each is sitting in an appropriate seat, with their particular guest alongside them, essential to ensuring guest seating protocols at major events.

With VEVA™, users can go on-line and see where they are sitting, what view they have from their seat, where they can park and what amenities they have around them. The result is a self-perpetuating cycle: the event owner is keeping both sponsors and the general public happy by offering them an enhanced experience. They, in turn, will then be inclined to attend and support more events operated by that event organiser and at that particular stadium. By building a legacy, the stadium owner is more likely to attract more and better events to their venue. And so the benefits filter back through the cycle.

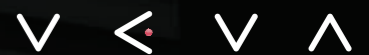
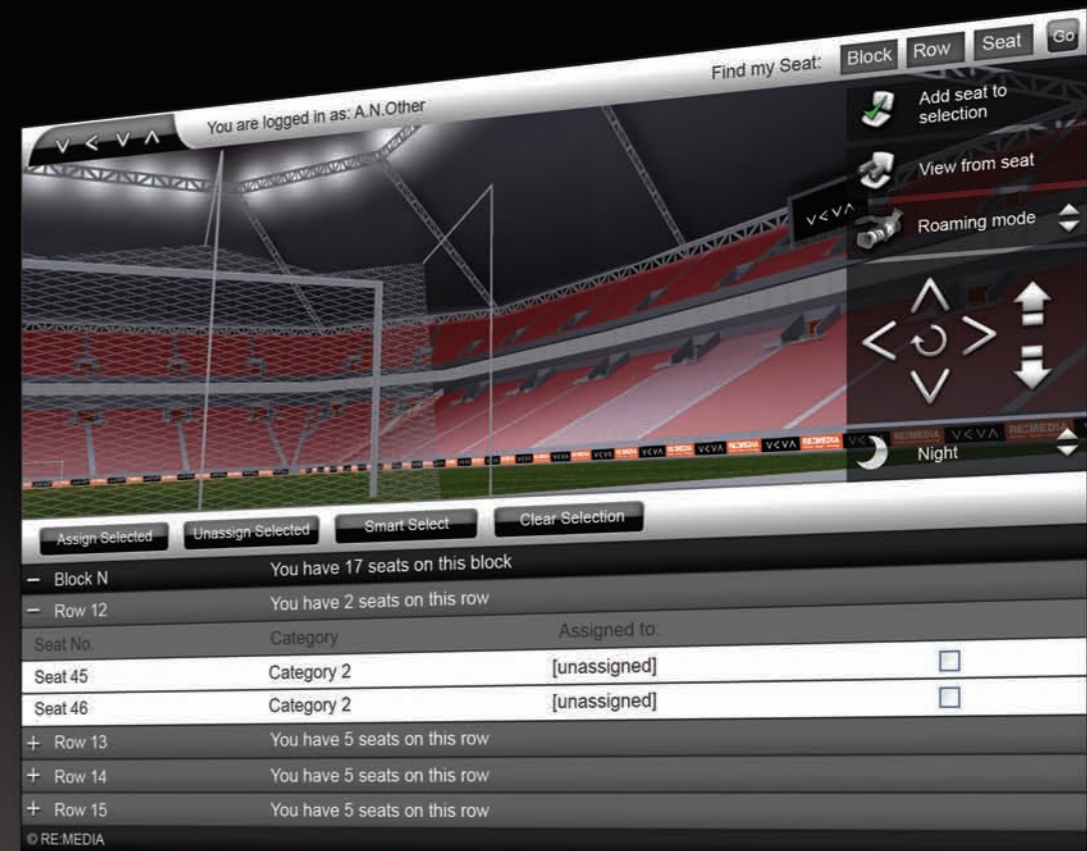
The Potential: Beyond Ticketing

While integration with ticketing systems is the most obvious application for VEVA™, the scope to link this super-intelligent software with other systems and data streams - from crossmerchandising to menu selection - is immense.

Issuing ticket holders with smart cards, incorporating RFID (Radio Frequency Identification), to pay for merchandise and food within the stadium would enable event organisers to track where ticket holders have been and what they have spent their money on, down to what brand of beer they have been drinking. Once fed into a CRM system, this data would allow event organisers to engage with their customers and tailor their marketing accordingly.

For stadium owners, there is potential for security applications, like spectator identification or crowd activity monitoring. When stadium owners know where individuals are sitting, if there is trouble, they can target their security resources more effectively - resulting in reduced fines. Other potential applications could include developing facilities that allow ticket holders to order food and drinks, book parking, and even reserve hotel rooms on-line. As mobile technologies become more established, users will be able to access all these facilities via their mobile phones or PDAs.

Opposite: VEVA™ empowers the user to allocate and manage their ticket allocation using the intuitive 3D interface



The Technology: How it Works

The key to the creation of such an innovative tool is a result of the fusion of a number of different software applications. Clearly, to develop a system that can work with large data sets and 3D models, and be delivered in totality over the internet, posed a number of critical technical challenges.

Due to RE:MEDIA's wide spectrum of skills, they were able to address these issues to create a system that can be accessed live on-line; this is vitally important as it means it can be updated in real time and can be accessed anytime from anywhere. Of course, it's just as notable that from a commercial management point of view, there is no need to install the software on a user's PC - all they need is a standard web browser.

The commercial software tools used to develop VEVA™ are not in themselves new. The system uses Adobe Shockwave 3D and Flash - both of which are well known for being stable and flexible development platforms, although their combined application to a business-based process is a little more unusual. However, as VEVA™ is built on established software, it is therefore easy to use, intuitive and expandable, as well as being compatible with all the usual internet browser platforms.

Whilst commercial software allows the 3D model of the stadia to be set up, the most technically advanced part of the process is the mapping of the entire stadium seat inventory onto the 3D model, and the consequent linkage with the database software used for the ticketing system. To accomplish this, RE:MEDIA spent considerable time developing systems that automate the process, combining architectural diagrams and measurements with seating inventory data to accurately recreate the venue, seat by seat.

For its comprehensive management functionality, which includes the ability to allocate seats in bulk or individually, edit attendee details, select hundreds of seats using an advanced query builder, and report against various kinds of data, VEVA™ uses Microsoft .NET technologies making it secure, fast, reliable and expandable.

The end result is a product that is not just technically accomplished, but accessed through a stunning visual interface that brings ease of use to another dimension. Combining this with the fact that all the information is linked in real time with the ticketing system, ensures that all parties win with this fully integrated tool.

In Conclusion

Faced with an increasingly savvy, discerning and demanding customer base, stadium owners and event organisers are continually on the look-out for ways of maintaining a competitive edge. Combining an integrated approach to data management with unrestricted interactivity offers one innovative approach to engaging with, and continually delighting customers, and shareholders. As VEVA™ continues to develop, there is a whole host of ways in which event organisers and stadium owners can turn the tool to their advantage, by enhancing the overall customer experience.

The beauty of VEVA™ linked to management databases is that, although tried and tested, it is still relatively in its infancy, and so the scope for this ground-breaking software is immense. Its ability to evolve and meet the needs of all who view it will continue to amaze for some time yet.

Users who will benefit from VEVA™:

- Event Owners
- Partners
- Sponsors
- Stadium Owners

VEVA™ can integrate with all of these processes:

- Ticketing
- Hospitality
- Marketing
- Security
- Accommodation
- Transport

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