



Social Sports

Fan Engagement

Human-Technology
Interactions

METRIX

powered by metroclick™

A next generation fan experience

1. Imagine Concept

2. MetroClick's Fan Activation Solution

3. Client Activations (case studies)



IMAGINE

Stadiums offer a rich fan experience on game days: but that reach is often limited beyond game days

WHAT IF ...

- Fans could have the Game Day experience year round
- Brands could establish awareness outside of Game Days
- Fan and Brand activations were more interconnected, resulting in higher levels of loyalty and spend

The Fan Zone: tying it all together by connecting the physical and digital worlds of sport to deliver an Elite, in-the-action experience to the masses

- 
- Authentic Experience | Fans in the Action
 - Permanent or Pop-Ups
 - Competitive | Fans vs. Fans, Arenas vs. Arenas
 - Multi-sport | Year-round Event Turnovers
 - High Sponsor & Activations Visibility
 - Immersive Promotions & Products
 - New Revenue Streams

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FAN ACTIVATION SOLUTION

Metrix Stadium: where the physical and digital world of sport connect to deliver the ultimate, authentic, fun experience for both fans and players



REAL MADRID FANZONE (AUSTRALIA)



Available to Elite Players • Bring Down to the Masses

HIGHLIGHTS

- Provide fans an immersive “Elite” experience (multi-sport)
- Create Memorable Moments for brands & influencers translatable to fans & consumers
- On point with brands who want to create user bonds with fans by drawing them into interactive connections beyond products
- Social Influence Returns (brand awareness)
 - Awareness of new products & promotions
 - Wow Factor where celebrities intersect technology
 - Longevity by living on the web & social media
- Emotional Resonance through Gamification & Leader Boards
 - Bring fans into the action | Play like & with the pros
 - Compete against yourself, your mates & other fans, while removing the fear of failure
- Data-driven insights
 - New ways to collect personalized, insightful data
 - New ways to use insights to drive actions

Fan Zone: where the physical and digital world of sport connect to deliver the ultimate, authentic, fun experience for both fans and players



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Fan Zone: where the physical and digital world of sport connect to deliver the ultimate, authentic, fun experience for both fans and players

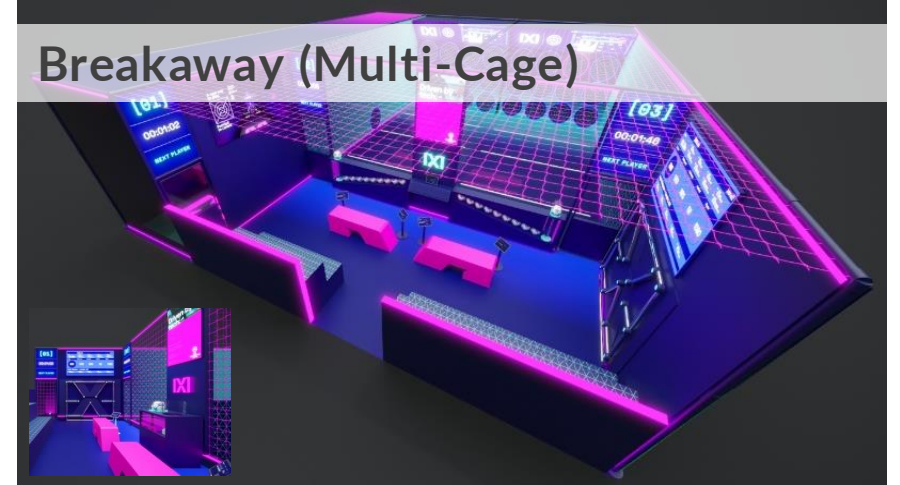
Kickoff (Single-Cage)



Considerations

- Reception area
- Pre-game play area
- Game play area
- Surround area
 - Displays - Ads
 - Scheduling
 - Check in & out
 - Food & Beverage
 - Merchandise
 - Social
 - Other

Breakaway (Multi-Cage)



Hat Trick (multiple Single-Cages)



Interactive Game Play on and off season

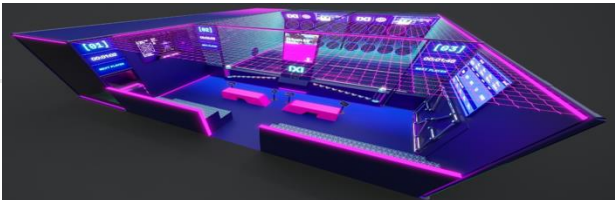


Kickoff

Purchase, Lease or DaaS

Key Features

- Multiple Sports (1 at a time)
- Single-Game Cage
- Pop Up or Semi-Permanent
- Attended or Self-Service
- CMS Platform (software, data)
- Service & Support Model



Breakaway

Purchase, Lease or DaaS

Key Features

- Multiple Sports (at same time)
- Multi-Game Cage
- Semi- to Fully-Permanent
- Attended or Self-Service
- CMS Platform (software, data)
- Service & Support Model



Adjacent Add-Ons

Purchase, Lease or DaaS

Included Items

- Kiosk (registration, check-in/out, schedule)
- Self-Serve Order Points (food, retail)
- Digital Signage (messages, advertising)
- Concierge (social, lockers, maps, e-Sports)
- API Integration & AI Modules
- Peripherals (QR readers, cameralytics, etc.)

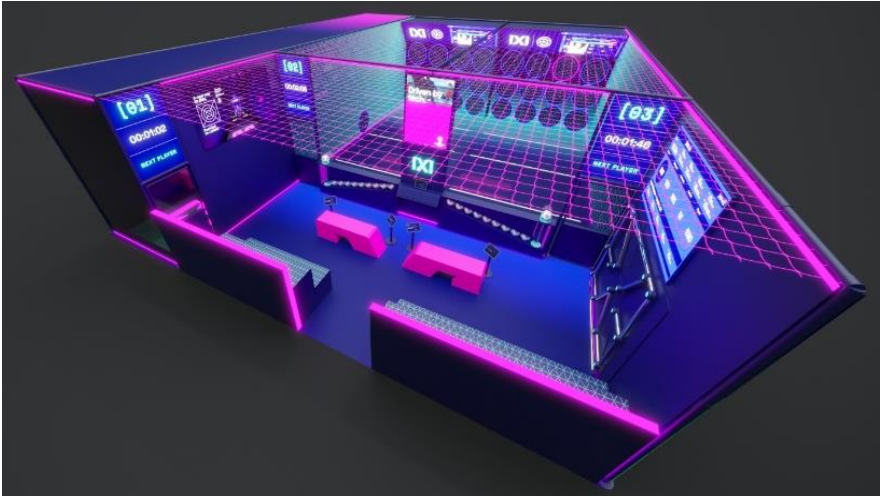
Kickoff (single cage): bringing Elite access to the fans



Use Case	Immersive Fan Zone		
Solution	Single cage - 1 sport at a time (ice hockey, soccer, others)		
Structure	Pop-up or Semi-Permanent		
Space Required	<ul style="list-style-type: none">• Total stadium area• Ideal Gameplay area• Food & Beverage area• Reception / Merch area	<ul style="list-style-type: none">~750 sq ft~750 sq ftN/AN/A	<ul style="list-style-type: none">same as gameplay areacan work with less if neededoptionaloptional
Model	Option 1: Capex + Opex (Purchase) Option 2: Subscription (Lease, Device-as-a-Service)		
Technology Highlights	Intuitive software Hardened hardware Player data collection & insights (secure) API integrations into current apps/systems		

ROI – DIRECT REVENUE	+	ROI – FULL EXPERIENCE
Includes Metrix technology, surrounding aesthetics, 2 digital display boards, services with up to 2 take down/put back moves per year		Includes all CAGE components PLUS 2 advertising / sponsorship digital displays, 2 interactive kiosks for scheduling / check-in, 1 Holobox & 1 Social Station
<ul style="list-style-type: none">• Player ticket prices (sales)• Players per session (occupancy)• Brand activations• Area sponsorships		<ul style="list-style-type: none">• Advertising revenues• Mixed-purpose subscription services• Fan loyalty-based revenue programs• Merchandise and Food & Bev up sales

Breakaway (multi-cage): turning game play into an all-day event



Use Case	Immersive Fan Zone		
Solution	Multiple cages - Multiple sports play at same time		
Structure	Semi-Permanent or Permanent		
Space Required	<ul style="list-style-type: none">• Total stadium area• Ideal Gameplay area• Food & Beverage area• Reception / Merch area	<ul style="list-style-type: none">~2,500 sq ft~2,000 sq ftN/A~500 sq ft	<ul style="list-style-type: none">gameplay + reception areasmultiple simultaneous gamesoptionalretail subzone
Model	<ul style="list-style-type: none">Option 1: Capex + Opex (Purchase)Option 2: Subscription (Lease, Device-as-a-Service)		
Technology Highlights	<ul style="list-style-type: none">Intuitive software Hardened hardwarePlayer data collection & insights (secure)API integrations into current apps/systems		

FULL EXPERIENCE, MULTI-SIMULTANEOUS SPORTS GAMING ZONE

Includes reception area along with all CAGE components with multiple walls (cages) PLUS pre-gaming zones PLUS 2 digital display boards for competitive fan dashboards and videos PLUS 2 advertising / sponsorship digital displays, interactive kiosks for scheduling / check-in, 1 Holobox & 1 Social Station PLUS services

- Player ticket prices (sales) - dynamic pricing based on membership
 - Players per session (occupancy)
 - Brand activations & Area sponsorships
- Advertising revenues
 - Mixed-purpose subscription services
 - Fan loyalty-based revenue programs
 - Merchandise and Food & Bev up sales

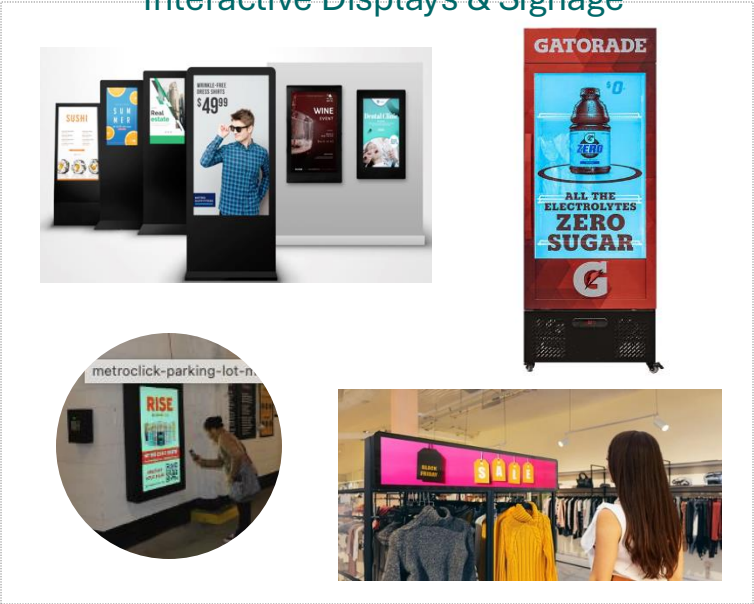
Adding adjacent interactive capabilities over time

RESHAPING FAN EXPERIENCE

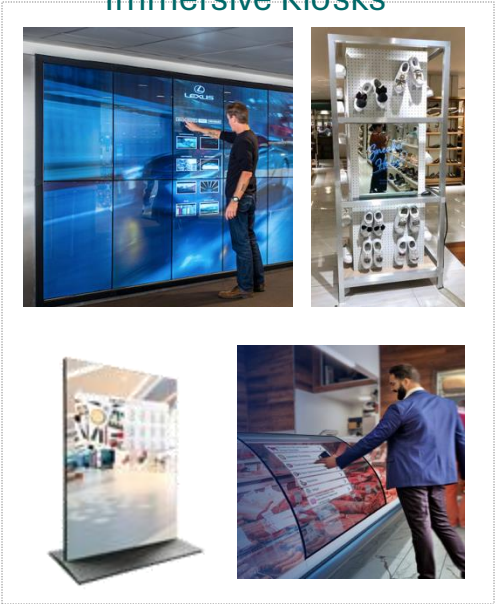
Interactive Kiosks



Interactive Displays & Signage



Immersive Kiosks



Concierge Devices



Peripherals
Cameras & Motion Sensors
Variety of Scanners



AI & Models



**QR Readers
POS**

Shifting from Static Player Images & Information to 3-D Interactive Players



TROPHY WALL
w/PLAYER VIDEO
INTERVIEWS &
STATS (player
boards)



Interactive Transparent
LCD Lightbox



Actual
People

AI Avatars



Metrix Stadium: where consumer experiences are shaped and determined by environments (locations, demographics)



Adidas Predator Boot Launch (UK)

Fans for Life vs. for the Moment

- Authentic experience | Competitive fun | Profitable
- Multi-sport | Easily configurable | Scalable
- Leagues, Teams, Sponsors, Activations & More



Sports Recoded

METRIX

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BOOK NOW ➔



CLIENT ACTIVATIONS

(CASE STUDIES)

Immersive Fan Zone Deployments



Sport	Soccer
Structure	Pop Up
Sponsor	FIFA
Event	FIFA World Cup - UAE



[FIFA World Cup Fanzone](#)



Sport	Soccer
Structure	Pop Up
Sponsor	Premiere League
Event	Panini Product Launch



[New Product Launch Pop-Up Cage \(Premier League\)](#)



Sport	Soccer
Structure	Pop Up
Sponsor	Real Madrid
Event	Cultural Pulse Australia



[Real Madrid Fanzone \(Australia\)](#)

Immersive Fan Zone Deployments



Sport	Soccer
Structure	Semi-Permanent
Sponsor	Abu Dhabi UAE Pro League
Venue	Al Jazira Club



[Al Jazira Club](#)



Sport	Soccer
Structure	Pop Up
Sponsor	UEFA
Event	Westfield London



[European Football Recoded](#)



Sport	Soccer
Structure	Pop Up
Sponsor	Adidas
Event	Adidas Predator Boot Launch (UK)



[Adidas Predator Boot
Launch \(UK\)](#)

Immersive Fan Zone Deployments

CHAMPIONS LEAGUE FAN ZONE (ITALY)



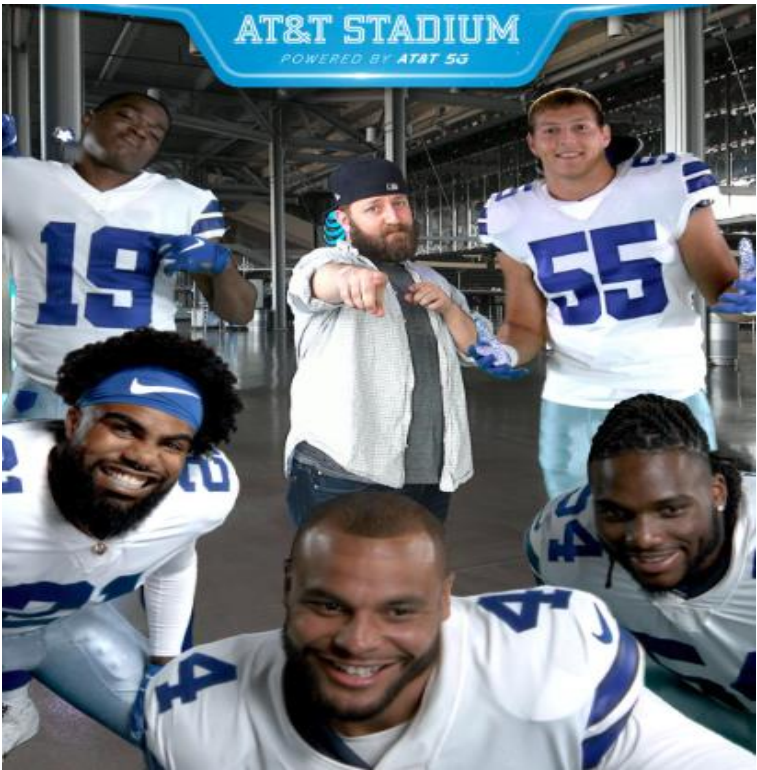
OPPO is an Official UEFA Champions League Partner helping fans view, listen and share in the magic of the 2022-23 and 2023-24 seasons. To announce its status as UCL global partner, OPPO set up a unique football-based activation in Rome, Milan, Naples, and Turin's Shopping Malls, over a month.

Walljam supplied the wall-based technology that could be set up in hours. Football players and fans were presented with a simple challenge using our patented target systems, recording the accuracy and number of strikes within 45 seconds. Fan's performance data was presented within a unique leaderboard with winners being rewarded with the latest OPPO Smartphone.

Over 5,100 fans played on Walljam over the period with key data collected on every player in line with the GDPR directive.



Pose with the Pros - Digital Interactive Photo Kiosk



First Pose With the Pros experience

2020 launched - in its 5th year

Added a mobile “On The Go” version for fans at home

Variations include cheerleaders, mascots, holiday overlays



Within first 30 days of activation, went viral

Over a half a billion shares on social media

Each year, experience gains more users, with 100k+ in the 2023-2024 season alone

Because of the increased popularity, the stadium has added an additional 8 screens (16 total)

Full-body videos of Cowboys players captured to become interactive with varying poses, ensuring unique photo opportunities even when users selected the same players

Also features touchless kiosk registration via QR codes



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THANK YOU!