



# ***Score with safety and turnover***

## ***Smart card system for stadiums: safe and efficient***

People enjoy top sports over and over again. You as a sports club or stadium aim for an optimal relation between club and fans. Magna Carta's Smart Stadium System will make them feel welcome, every visit again.

### **Unsurpassed freedom with a smart card**

The Magna Carta smart card serves as an access ticket, a means of cashless payment and a loyalty card. It gives visitors unprecedented freedom of movement. Access to the stadium, also to business club or VIP lounge, is gained quicker, payment of beverages and snacks is a piece of cake and the card can serve as a discount token linked to a loyalty system. Visitors have a choice between reloadable or disposable cards. These cards can be purchased at unattended vending machines or at a cashier and can be paid for with cash or cards. Once acquired and loaded the visitor can use the card for almost all facilities in and around the stadium.

### **Increased turnover and security**

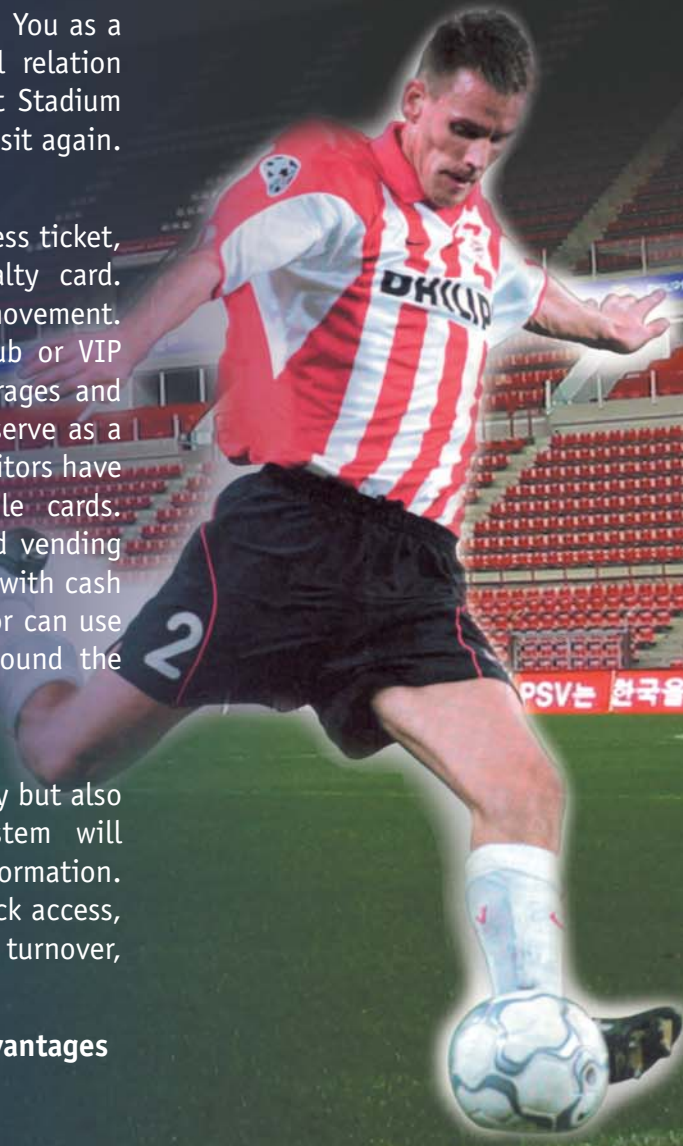
With the Smart Stadium card not only security but also turnover will increase. Moreover the system will provide a wide range of management information. In short, our smart card system scores in quick access, building relationships with fans, increase turnover, insights in customer behaviour and security.

### **Scoring with a smart card: a line-up of advantages**

- Efficient access control
- Improved security
- Automated card issuing and revaluation with cash and cards
- Differentiation in card owner rights (VIP, Loyalty, Steward)
- Better understanding of visitor behaviour



*Future-proof solutions for everyday demands*





**Get to know the Smart Stadium Solution better**

Would you like to learn more about the possibilities of the Magna Carta Smart Stadium System for your club? Contact Magna Carta at +31 (0)20 582 20 50 or send an e-mail to [sales@magnacarta.nl](mailto:sales@magnacarta.nl)

You will find more detailed information about our clients and us on our website: [www.magnacarta.nl](http://www.magnacarta.nl)



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