

# Facial Ticketing

Providing live entertainment venues with opt-in facial authentication solutions that enable seamless entry for patrons

## ABOUT WICKET

Wicket is a privacy-first facial authentication provider that streamlines entry into venues, clubs, and suites with frictionless solutions.

## Overview

Wicket's partnership with Ticketmaster unlocks a fast, frictionless entry experience where patrons can simply walk in using their face. No lines, no devices, no hassle. Combined with flexible deployment options and a seamless user journey, it empowers venues to elevate the patron experience.

## HOW ENROLLMENT WORKS



Patron visits a **team or venue landing page** and clicks a link to enroll



Patron logs into **Ticketmaster Account** and opts-in



Patron **takes a photo** to finish the enrollment process



Patron can **use their face to redeem tickets** at supported venues

STEP 1



Enrolled patron walks up to a **Wicket-enabled device** and is identified

STEP 2



Wicket makes a **call to the Ticketmaster system** for all tickets patron has for event

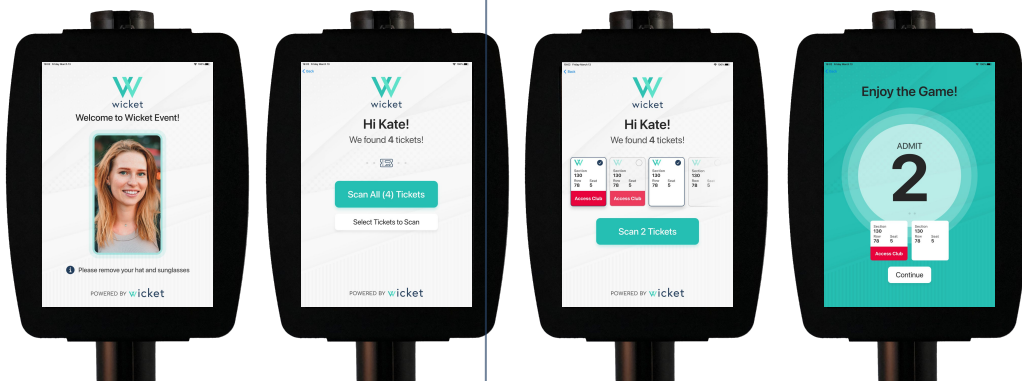
STEP 3



Tickets are displayed with an option to **scan all or select tickets**



Selected tickets are **redeemed in Ticketmaster** and patron and guests may enter



## BENEFITS



### Easy 1-Time Enrollment

Users can take a selfie and link their tickets in **less than 1 minute**



### Enhanced Experience

Patrons are greeted by name, and has a **9.3 out of 10** fan experience rating



### 4x Faster Entry

Less than **1 second** to identify and capable of **40+** patrons per minute



### Easy For Ticket Staff

Intuitive setup, management, and usage **streamlines ticket operations** for staff



### Individual or Group Entry

Groups with **1 - 40** tickets can enter with a **single scan**



### Flexible By Design

Wicket can operate on iOS devices or approved Android devices, and **branding is fully customizable**

## Trusted by Top-Tier Organizations



## One Face – Multiple Applications

### 1 One Account, Multiple Venues

Students and guests register once, and use for all athletics events on campus

### 2 Clubs and Suites

Seamless premium experience for high value and VIP guests

### 3 Venue-Wide Uses

A single enrollment for age-verification, food and beverage, credentialing, access control and visitor management



## Frequently Asked Questions

### Are there data privacy concerns using Wicket?

- No, Wicket is compliant with [all relevant regulations and standards](#) and trusted by dozens of organizations

### How is data used and stored?

- Data is only used to validate patron identity to assist with event entry or other fan-experience use cases
- Data is customer owned, and is not shared with 3rd parties
- Biometric data is fully encrypted, only embeddings stored on-device

### Does everyone in a group have to enroll?

- Only the ticket holder needs to enroll, guests can enter with them

### What happens if a ticket is transferred or sold?

- When identified, patrons only see tickets they own at that moment
- New ticket holder can separately enroll in facial ticketing

### Is it difficult for ticketing staff to operate?

- Intuitive identification and redemption workflow makes it easy to use

### Can patrons opt-out after they've opted-in?

- Yes, enrolled users can opt-out at any time from the Wicket system

### Do patrons still need to add tickets to a digital wallet?

- No, use of Wicket bypasses the need to add tickets to a digital wallet

### Have a question that wasn't answered here?

- Reach out to us at [hello@wicketsoft.com](mailto:hello@wicketsoft.com)

## WHY WICKET?

### W Privacy-First

The Wicket platform prioritizes data privacy and adheres to the highest industry standards

### W Industry Leader

Wicket technology is used by over 1.1 million people and has enabled over 8.5 million transactions

### W Built For Live Events

The Wicket platform is purpose built for the specific needs of the live event industry

### W Seamless Integrations

Wicket has dozens of turn-key integrations in place, including with Ticketmaster for ticketing

### W Scales to Your Needs

Wicket can easily scale from a single entry point to a venue-wide deployment

Scan the QR code below or [click here](#) to learn more

