



Philadelphia Union Stadium

Philadelphia (Pennsylvania, USA)

The Philadelphia Union is an American professional soccer club based in the Philadelphia satellite city of Chester, Pennsylvania. The team plays their home games at PPL Park, an 18,500-seat soccer-specific stadium located at the southwesterly corner of the Commodore Barry Bridge. PPL Park, close to the Delaware River is the centerpiece of Chester's urban renewal process.

In order to develop a state-of-the-art Access Control- and Loyalty/Membership- Solution, New Era Tickets and their client the Union MLS soccer team, The Philadelphia Union selected SKIDATA to provide these solutions. This solution includes: Access Control with Smart Card RFID Technology, Print@Home Technology and Loyalty/Membership solutions.

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Project Details

Installation date	Winter 2011
Clients	12,000 Season Tickets holders using Mifare 1k Cards
Loyalty Program	implemented
Gates	30 Vario.Gates, 6 Handheld.Gates
Ticketing system	Integration to Paciolan Ticketing System
System application	Handshake.Logic
Data carriers	Barcode tickets on BOCA ticket Stock, Print@Home Barcode Tickets

New Era Tickets already provides similar solution services to many other US stadium and arenas. Based on the success of the SKIDATA implementation of Access Control and Loyalty/Membership Solution at Philadelphia Union, further partnerships between New Era and SKIDATA are expected at other stadium and arenas in the USA.

Delivering additional value to the clients is one of the major issues of New Era Tickets, that is offering entrance with Radio Frequency Identification (RFID) technology to enhance the customers' experience. Right now, there is only one other Stadium in the US that uses RFID cards and New Era Tickets.

Philadelphia Union MLS Soccer team wanted to be at the lead edge of RFID technology in the US stadium space.

The idea is to also link the season pass holders RFID card to a Loyalty/Membership solution. This will add value to SKIDATA access control's existing benefits regarding security and speed. Data will be fed from Handshake into the Loyalty/Membership solution so as fans could be rewarded for "Money Can't Buy" offers for early attendance. In phase 2 of the project, additional points for using the RFID season cards at Food and Beverage outlets as well as Merchandising areas within the stadium are planned.

Special Features

- **Loyalty/Membership solution based on Microsoft Dynamics with Layers for Integration to:** Handshake, Paciolan Ticketing System, Loyalty Membership Layer, CRM Database and eComms mailing Campaign Manager
- **Phase 2:** Cashless Payment of F&B and merchandise