



Brolly LIVE

Payments, security, insights
all on one wristband.

Brolly Live provides guests, talent and staff a seamless event experience from beginning to end via a RFID enabled wristband. Track location, process payments, control zone access and create a guided event experience. *See how attendees bring your event to life.*

Increase Event Revenue

Cashless purchasing at festivals and events is the best way to grow your per attendee revenue. Attendees set-up secure payment accounts during registration and can top up these accounts at any time during the event. The cashless alternative speeds up lines at food stands and festival booths. Brolly Live wristbands use RFID in close proximity to the till, allowing for quick, secure payments. The wristband works online or offline so you never miss a sales opportunity. Studies have shown up to 30% increase in revenue per attendee using the cashless wristband system.



Activate Sponsor Brands

Sponsors are your partners in creating sustainable and successful events. Providing them a way to activate their brands and track attendee responses is critical today. With Brolly Live you can help them activate their brands in a measurable way. Whether they choose a rewards system or free samples, every registered attendee's interaction with their brand can be tracked. Attendees that have great experiences with the brand at your event want to take some of that experience home with them. Brand activation with Brolly Live allows you to provide that experience, making your event more valuable to your sponsors.



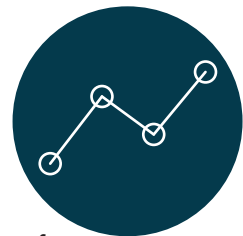
Event Access Control

High volume events always need to move people through their entrances quickly. With Brolly Live your attendees can enter the event with a swipe of wrist. The wrist band prevents ticket sharing and other forms of fraud. Create premium passes for different areas within your event. Each attendee has the authorization built into the RFID band to allow them to access only the areas they have paid to get in to. Generating a higher ROI for your event just became easier thanks to RFID.



Real Data= Real Success

Every RFID band identifies the location of the attendee throughout your event, when scanned by your staff or on one of the stationary cash collection points. Transaction data, location preference data are just some of the types of data you can collect using Brolly Live. One of our data consultants can help you build a plan to get the most out of your data. Your event is about great experiences; we provide the insights to help you make better every year.





RFID Wristband Overview

Overprint Section

Creative Section



Unique QR Code

Integrated RFID Inlay

How It Works

1 Everyone Gets A Band

For complete control and ease of access outfit attendees, staff and talent with wrist bands at the beginning of your event. Lost wristband? No big deal, on-site support can easily transfer over account information to a new band, keeping attendees happy and sensitive data secure.

2 Load Info Onto Each Band

Our ticketing integration systems automatically populate key identifying information onto each bands' RFID chip like name and access type. By adding other key data onto the chip like age, event preferences and payment information our wristbands turn into the one key attendees need to enjoy your event.

3 Distribute Sensor Portals

Small hand-held or built-in sensor portals are distributed around key areas of your venue. Security portals at backstage and VIP, sales portals at merchant booths, and check-in portals at sponsor booths keep attendees contained, connected and engaged for the duration of your event.

4 Reports Automatically Generate

Throughout your event you can receive automated insights into where attendees are engaging, where staff is working and how to stay ahead of any potential issues. Easy-to-read, actionable reports distill live location data from each band into information to help make this year's event your best yet.

See why some of the world's largest events trust
Brolly Live:

www.brollyevents.com/contact