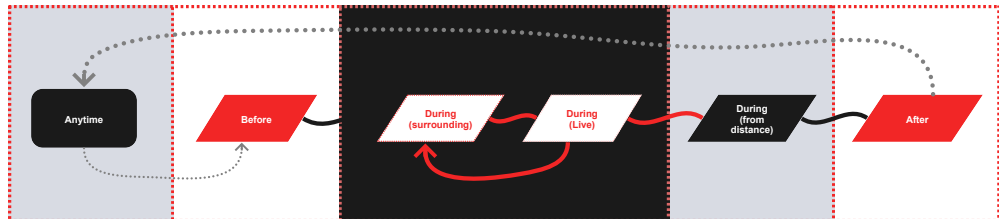


In Story 4, all the innovations are mainly creating efficiency value. Combining them to create a more optimal VIP experience, also for regular customers might be a good possibility. More inclusivity, use of communities and personal (fan) preferences could enhance all the innovations. When offering more social connection with the Arena and Ajax, customers will most likely spend more money.

During an experience, there are several phases. For all the stories, we have chosen 6 simplified steps ->

Every technology or innovation can be present at a certain stage... or not (yet)!



#### Story 4: optimal wayfinding and possible VIP experience.

The Focus of the separate innovations is efficiency. Integration of the services are not yet investigated or implemented.

There is a strong link with story 1a

Venue & wayfinding

