



## FAN EXPERIENCE CHALLENGE

The Johan Cruyff Arena, in collaboration with AFC Ajax and the KNVB, the Royal Dutch Football Association, is developing innovative new services for visitors. The Arena has challenged companies to put forward their innovative stadium solutions for our 'Change the Game' program. The most appealing, state-of-the-art concepts will be tested in the Arena and offered to visitors from 2019 onwards.

Smart innovations should enhance the visitor experience by, for instance, providing exclusive content for events, showing visitors the shortest lines in the stadium and pointing to the fastest route to a seat. The Arena wants visitors to be able to have the best, most intense enjoyment of a match or event, even at a distance. Ideas for innovations could be for custom information on an event, ticket sales, carefree travel, or activities before and after a match. Or for a virtual environment during an event that allows visitors to share their experiences.

The Dutch national football team plays some of its matches in the Arena and so the KNVB wants visitors to have a top night out during EURO 2020. But the knowledge gained in the Change the Game program will also benefit other football clubs in the Netherlands.

Besides benefiting visitors, these enhancements could also provide more efficient and profitable business management, such as optimum seat occupancy, and faster customer service and crowd management support. The selected solutions will be implemented in a field lab with the various partners in 2019 and 2020 and further developed in the Arena.

*Change the Game*  
CHALLENGE



Change the Game is an initiative by Johan Cruyff Arena, Media Perspectives, Hogeschool van Amsterdam and TNO co-funded by the European Fund for Regional Development.

→ CHECK OUT [WWW.CHANGETHEGAME.EU](http://WWW.CHANGETHEGAME.EU)