



# Lluís Pascual

## CMO

3D Digital Venue

<http://www.3ddigitalvenue.com>

## Reunions bilaterals

- Dimarts 10:00-11:30
- Dimarts 12:15-14:00

## Descripció

3D Digital Venue provides Interactive Digital Venue Management Solutions to Sports and Entertainment Venues worldwide (already built or new construction). They offer solutions that provide a precise and interactive recreation of the arena or stadium to deliver a greater fan purchasing experience, increasing the online conversion rate or product inventory. The content is distributed via widgets and it is integrated into any digital channel of the Club, Event or Competition, improving the online purchase experience for complex products. One of the main features of the 3D Digital Venue platform is to allow users to select any location and allow them to virtually sit in first person in the seat of their choice. This feature allows to enhance both the frontend of the ticketing platform and offer a portal of renewals and relocation members, with customized business rules. Promote the online sale of VIP product, allowing the relocation of members on refurbishment or new construction projects several months before its execution and, the digital activation of brands embedded in the digital content, are other value-added services of the 3D Digital Venue Platform. 3D Digital Venue is currently integrated into sports entities and competitions in 17 countries across 4 continents. In Europe it has a wide presence in LaLiga, Premier League and Serie A. In the USA it is present in the main professional leagues (NBA, MLS, NHL and MLB) and Universities. Middle East, Australia and Japan are emerging markets where the platform has already various integrations.

## TIPUS D'ORGANITZACIÓ

Empresa

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