

Enhancing the Fan Experience Through RFID and World Class Engagement Solutions

Front Gate's (FGT) RFID integration with MoZeus Worldwide (MoZeus) gives you access to MoZeus' robust digital engagement toolbox while keeping your registration data in a central repository. MoZeus aims to deliver compelling, measurable and shareworthy digital experiences that amplify fan engagement, strengthen brand connectivity and enhance the live festival experience. On the strength of over a billion data points, they help 500+ brand and agency partners leverage the influence of technology and innovation - inside the activation space and beyond - to engage consumers when, where, and how they want to be engaged. MoZeus' industry-leading data, strategy, creativity and innovation tools combined with FGT's RFID technology and ticketing data will drive targeted audience engagement, relevance, emotional connection and, ultimately, action.

The MoZeus Method



1. Strategic Consideration
influenced by past measurement & analytics



2. Technology Solution
choose your engagement, based on strategic consideration



3. Device-Agnostic Delivery
choose your hardware, eg. touchscreen monitor, stand-alone kiosk, tablet, etc



4. Custom Digital Experience
hyper-custom experiences that are creatively designed to compliment your specific brand voice

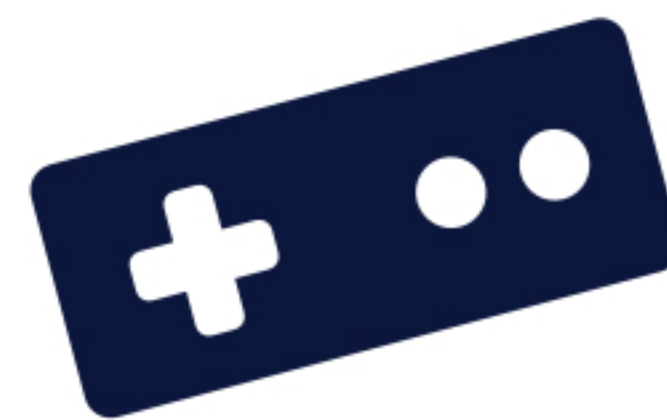


5. Measurement & Analytics
track attendee engagement in real-time across every touchpoint

Benefits of the Integration

- Maintains FGT as Primary Source of Record
- Innovative, Turnkey Solutions
- Frictionless User Experience
- Improved On-Site Efficiencies
- Enhanced Attendee Experience
- Aggregated, On-Demand Data & Analytics

MoZeus Capabilities



Gamification

- Instant Win Games
- Interactive Games
- Multi-Player Trivia Games
- Live Leaderboards
- SMS Campaigns
- Prizing



Photo & Video

- Animated GIFs
- Cinemagraphs
- Green Screen
- AR Holograms
- 360 Videos



Custom Experiential

- Specific Activation Needs
- Interactive Options
- Sponsor and Brand Focused



Immersive

- Augmented Reality
- Digital Wand