

Today's premier athletic facilities compete to attract fans, teams, sponsors, and major events. The winning venues deliver a frictionless experience: fast entry, effortless movement, and elevated VIP access, while maintaining the highest standards

of security and accountability. Princeton Identity's Iris on the Move™ platform provides competitive advantages that make facilities stand out. Our glance-and-go biometric access enhances the fan experience, accelerates operations, and safeguards every area—from locker rooms to luxury suites.

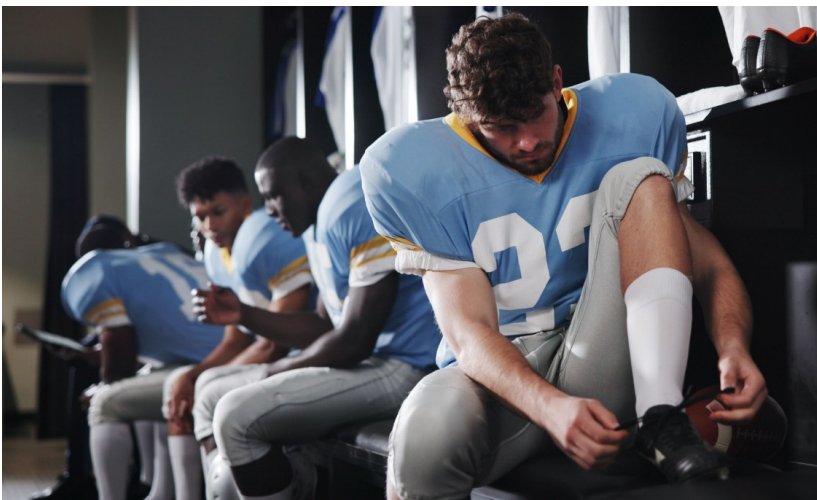


### Player Privacy and Protection

High-profile athletes shouldn't have to worry about who might be waiting around the corner with a camera or a microphone. Locker rooms, training spaces, and medical areas must offer absolute privacy. With iris-based authentication, only the right people get in—instantly and without fumbling for badges or phones. The system works with helmets, goggles, gloves, sweat, and face paint. It doesn't care what a player is wearing; it only cares who they are!

### Managing Visiting Teams and Temporary Personnel

Princeton Identity lets you host teams without introducing new security risks. Visiting players, coaches, trainers, press, and league personnel can be enrolled remotely in seconds and granted access only to the areas they need—and only for when they'll need it. The system scales effortlessly and affordably, with no per-person consumables or credentialing fees. When the event is over, access deactivates automatically, ensuring a clean transition to the next event or program.



### Enhancing the VIP Experience

Iris on the Move gives your highest-value guests the premium experience they expect. With a simple glance, they can access private entrances, elevators, club lounges, and luxury suites. There's no need to present tickets, fumble with credentials, or wait for staff. Identities are confirmed instantly and discreetly, creating an aura of exclusivity at each and every touchpoint.

### Protection of High-Value Assets

From championship trophies, branded team gear, and luxury vehicles to expensive broadcasting, training, and medical technology, athletic facilities hold assets worth millions—and most losses are insider-driven. Traditional credentials can be shared, stolen, or cloned, allowing employees, vendors, and contractors to exploit the system. They can't do that with iris-based authentication. Princeton Identity ensures only verified individuals can access areas housing high-value assets, stopping theft or sabotage before they start.

## Guarding Competitive Intelligence

The right intelligence can mean the difference between winning and losing. Scouting footage, medical reports, training metrics, transfer negotiations, video analysis, and playbooks now live as digital files stored on protected networks. Princeton Identity's logical access solutions ensure that the highest standards for identity assurance secure laptop logins as well as locker room doors.



## Expedited Ticketholder Entry

Long entry lines do more than create a poor fan experience – they cut into time spent at concession stands, lounges, and retail shops. With iris-based entry, pre-enrolled ticketholders stroll right through. At college campuses, where students and faculty may already be enrolled in biometric databases to access dorms, dining halls, laboratories, etc. implementation becomes a simple extension of the existing system with minimal administrative burden.

## Operational Efficiencies

By automating ticket checks, streamlining credential management, and hardening VIP access, facilities can reduce administrative and security staffing requirements. Entry points and restricted areas stay secure with less manual oversight, and management spends less time issuing and retrieving credentials. When a team, vendor, or media group returns for another event, their profiles are already in the system, ready to reactivate with a few clicks instead of starting from scratch.

## Point of Sale

Nobody wants to miss the action while standing in line. Princeton Identity turns concessions into a glance-and-go experience by connecting fan's biometric with a stored payment method or campus account. They can grab what they want, look at the reader, and return to their seat in seconds. Faster transactions mean higher revenue—with less staffing and zero fraud.

## Building your Brand

Frictionless access, short lines, and personalized service create moments that people talk about. A fabulous fan experience drives positive social media buzz, grows ticket sales, and attracts events and sponsors. Princeton Identity helps you deliver the kind of seamless, high-tech environment that raises the bar for modern venues and sets you apart from the competition.



## World-class Support

With Princeton Identity, we value each customer—big and small—and deliver best-in-class, responsive, 24/7/365 support. We'll deliver to custom requirements, and you'll get access to our growing catalog of capabilities with each quarterly release of new features!

Princeton Identity is a leading innovator of iris-biometric and multi-factor authentication technologies, transforming how businesses and governments around the globe achieve secure and reliable identity assurance. Backed by over two decades of research and product design, our solutions are trusted by some of the most recognized names in banking, industry, higher education, healthcare, transit, and border control. Princeton Identity systems are proudly manufactured in the USA, and deliver unparalleled flexibility, accuracy, convenience, and scalability.

Princeton Identity, Iris on the Move, and EyeAllow are Trademarks of Princeton Identity Inc.  
Copyright 2025 Princeton Identity Inc. All rights reserved.

**princeton**  
**IDENTITY**

300 Horizon Dr. Suite 308  
Hamilton, NJ 08691  
609-270-3220