

MyVenue Unveils Halo, AI-Powered Kiosk for High-Traffic Venues.

KNOXVILLE, TN -- Global point-of-sale (POS) innovator MyVenue has launched Halo, an AI-powered frictionless kiosk that uses vision-based automation to accelerate transaction speed, improve labor efficiency, and increase revenue capture.

Optimized for peak-demand surges, Halo suits grab-n-go markets and concession stands across stadiums, arenas, convention centers, airports, higher education, healthcare centers, and other high-traffic hospitality operations.

To use Halo, place food & beverage products on the baseplate; then, the dual high-resolution cameras automatically detect each item and populate the order cart, ready for payment by credit card, loaded ticket, or gift card.

Performance data shows Halo completes transactions, on average, 50% faster than traditional self-service kiosks, is up to 70% more cost-effective to operate than belly-up concession POS, and has a footprint up to 65% smaller than industry alternatives.



The compact design allows venue operators to scale Halo deployments within existing venue space constraints, while automating product detection improves labor efficiency by releasing workers to perform higher-value service tasks such as restocking, alcohol compliance, and guest assistance.

NHL, NFL, NBA, and MLB venues are already benefiting from Halo's AI-driven functionality, including Benchmark International Arena in Tampa Bay, where the technology has impressed Vinik Sports Group with its speed, accuracy, usability, and integration with the wider MyVenue ecosystem.

The frictionless Halo checkout extends MyVenue's award-winning solution beyond POS, mobile ordering, suite catering, self-service kiosk, inventory control, reporting, and back office.

Quote attributable to Casey Rodgers, Chief Financial Officer at Vinik Sports Group

"Not only is Halo sleek and compact – allowing us to move it around the venue – it's fast, easy to use, reliable, and a native extension of MyVenue's POS solution. Halo gives us leading frictionless checkout technology without complicating our operations with another vendor, tech support team, or reporting platform. With every transaction feeding into MyVenue's real-time back office, our technology and foodservice teams can now manage the entire operation through one connected system."

Quote attributable to Brad van Wely, Chief Product Officer at MyVenue

"The advantage of Halo's vision intelligence is that MyVenue's AI interprets, in real-time, what the cameras see, rather than trying to match photos against images saved in a digital library. This authentic AI approach improves accuracy, allowing Halo to efficiently distinguish similar products (including kitchen-prepared food with product variations or toppings), differentiate items placed close together or stacked under each other, and register completely new products in under 30 seconds."

To see images of the Halo unit, visit www.myvenue.com/halo-ai-powered-kiosk-launches/gallery. For more info, visit www.myvenue.com/technology/halo or contact your MyVenue Account Manager.

About MyVenue

MyVenue is an award-winning POS solution for sports, entertainment, and hospitality venues. Its hardware-agnostic POS software supports handheld, tablet, terminal, frictionless, and kiosk devices across concession, premium, hawking, self-service, in-seat, suites, and retail locations. The comprehensive solution also features mobile ordering, suite catering, and a browser-accessed back office with real-time dashboards, reports, and inventory control. www.myvenue.com

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