

MyVenue's industry-first frictionless POS integration making concession transactions even faster at Lumen Field.

Seattle, WA -- Global sports & entertainment point-of-sale provider MyVenue has deployed its POS solution, including two-way integration with Amazon's Just Walk Out technology, across concessions at Lumen Field, home of the Seattle Seahawks. Amazon's Just Walk Out technology uses advanced AI, computer vision and sensors to automatically detect selected items, creating a virtual cart. Fans are charged when they exit, eliminating checkout lines and getting them back to the game faster.



MyVenue's collaboration uniquely empowers the frictionless POS with loyalty and CRM functionality while centrally synchronizing menu and sales data, all in real-time, within the MyVenue solution.

Across Lumen Field, MyVenue has deployed 560 fixed & handheld POS devices, plus enabled in-seat ordering, for the venue that hosts more than 2 million guests annually across sports, trade shows, corporate events, and full-stadium concerts. Designed to scale dynamically with event demands, MyVenue's end-to-end platform delivers the operational agility Lumen Field needs to run smoothly.

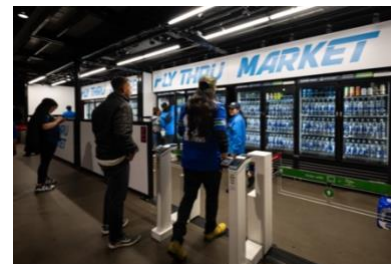


Zach Hensley, VP of Operations and General Manager of Lumen Field, says,

"We chose MyVenue because they are driving POS innovation. Their venue-wide solution, two-way integration with Amazon's Just Walk Out technology, and a single-source-of-truth back office gives us a level of control and efficiency that's unmatched in the market. It's helped simplify operations while elevating the fan experience, and that's exactly what we look for in a technology partner."

David Ialeggio, Chief Technology Officer of MyVenue, says:

"This breakthrough innovation transforms venue-wide commerce, giving operators a faster, smarter way to manage venue-wide POS operations. By integrating with Amazon's Just Walk Out technology, and making shopping experiences frictionless for fans, MyVenue is once again changing the game with its scalable, comprehensive, real-time point-of-sale solution."



About MyVenue

MyVenue is an award-winning, built-for-purpose POS for sports, entertainment, and hospitality venues worldwide. The comprehensive and fully native solution includes hardware-agnostic POS software, mobile ordering, suite catering, and back-office platform with real-time inventory management, dashboards, and reports. To learn more, visit www.myvenue.com.

About Lumen Field

Lumen Field, which opened in 2002, is home to the NFL's Seattle Seahawks, MLS' Seattle Sounders, and NWSL's Seattle Reign. Lumen Field hosts more than 200 event days per year that attract more than 2.4 million attendees annually. The venue has hosted many premier concerts, including Beyoncé, Metallica, the Rolling Stones, Taylor Swift, and U2, as well as international soccer matches, Supercross, corporate events, and community gatherings. Visit www.lumenfield.com.

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