



loanDepot Park

Case Study

Known for its stunning waterfront views and modern architecture, loanDepot Park is home to the Miami Marlins. With a seating capacity of over 37,000, it offers a stellar experience for baseball fans and stadium attendees.

Challenges

The quest to provide a seamless, hassle-free concession experience for sports fans led loanDepot Park, home of the Miami Marlins, to join forces with Mashgin. Together, they embarked on a journey to revolutionize the way fans enjoy concessions during games.

Mashgin's AI-powered self-checkout kiosks at loanDepot Park offered fans an unparalleled concession experience. Leveraging computer vision technology, these cutting-edge kiosks instantly identified and processed items without the need for additional apps, barcodes, or RFID. The result? Lightning-fast checkout times, reducing the average transaction duration to under 15 seconds.

Mashgin's technology at loanDepot Park empowered fans to swiftly purchase their favorite concessions and return to their seats, ensuring minimal disruptions to their game-watching experience. The self-checkout system not only increased fan engagement but also freed up venue staff to focus on enhancing other aspects of the fan experience.

During the 2022 season, the implementation of Mashgin's kiosks at loanDepot Park yielded

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Anthony Favata

Marlins VP of Operations and Events

Results

400%

400% Faster Transactions

Fan checkout times of under 15 seconds is over 4x industry average.

5

5 Locations with Mashgin

Marlins fans can use Mashgin at five locations within the venue.

8K+

8,000+ Transactions

Two Mashgin kiosks handled over 8,000 transactions the first four games after install.

ABOUT MASHGIN

Mashgin is the world's fastest self-checkout system. Using computer vision, Mashgin identifies items and instantly rings them up all at once. Customers simply place down their items and pay. Transactions on Mashgin are up to 400% faster than a cashier and 800% faster than traditional self-checkout solutions, resulting in shorter lines, more sales, and happier customers.

400M

Transactions

3.7K

Locations

4x

Faster



remarkable results. Over 8,000 transactions were processed within the first four games, significantly reducing wait times and maximizing fan enjoyment. Recognizing the system's effectiveness, the venue operator swiftly added five more kiosks in early March 2023, strategically preparing for hosting the World Baseball Classic (WBC).

Anthony Favata, Marlins VP of Operations and Events, commended Mashgin, saying, "With nearly 500,000 fans expected inside loanDepot park during the World Baseball Classic, the enhanced presence of Mashgin units on our main concourse was a great addition to help us limit concession lines and expedite the customer experience. With the availability of grab-and-go products along with hot food options, we saw our guests adopt the use of the self-checkout technology without missing the excitement on the field."

Mashgin has emerged as a pioneer in computer vision-based self-checkout solutions for the sports industry. With a robust presence

across over 600 kiosks in 50 major league sporting venues nationwide, its technology's speed, accuracy, and convenience have been widely recognized. loanDepot Park's success story stands as a testament to Mashgin's potential to enhance the fan experience, transcending the realm of sports.

Mashgin's AI-powered self-checkout machines at loanDepot Park have revolutionized the fan experience, reducing wait times, and increasing transaction throughput. By placing fans' needs at the forefront, loanDepot Park witnessed improved revenue generation, while staff were empowered to elevate other areas of the venue. Mashgin's breakthrough technology represents a transformative solution for high-traffic venues, poised to redefine the fan experience not only in sports but also across various industries.



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 Palo Alto, CA

 sales@mashgin.com

 www.mashgin.com

loanDepot

Venue:

loanDepot Park

Franchise:

Miami Marlins

Location:

Miami, Florida