

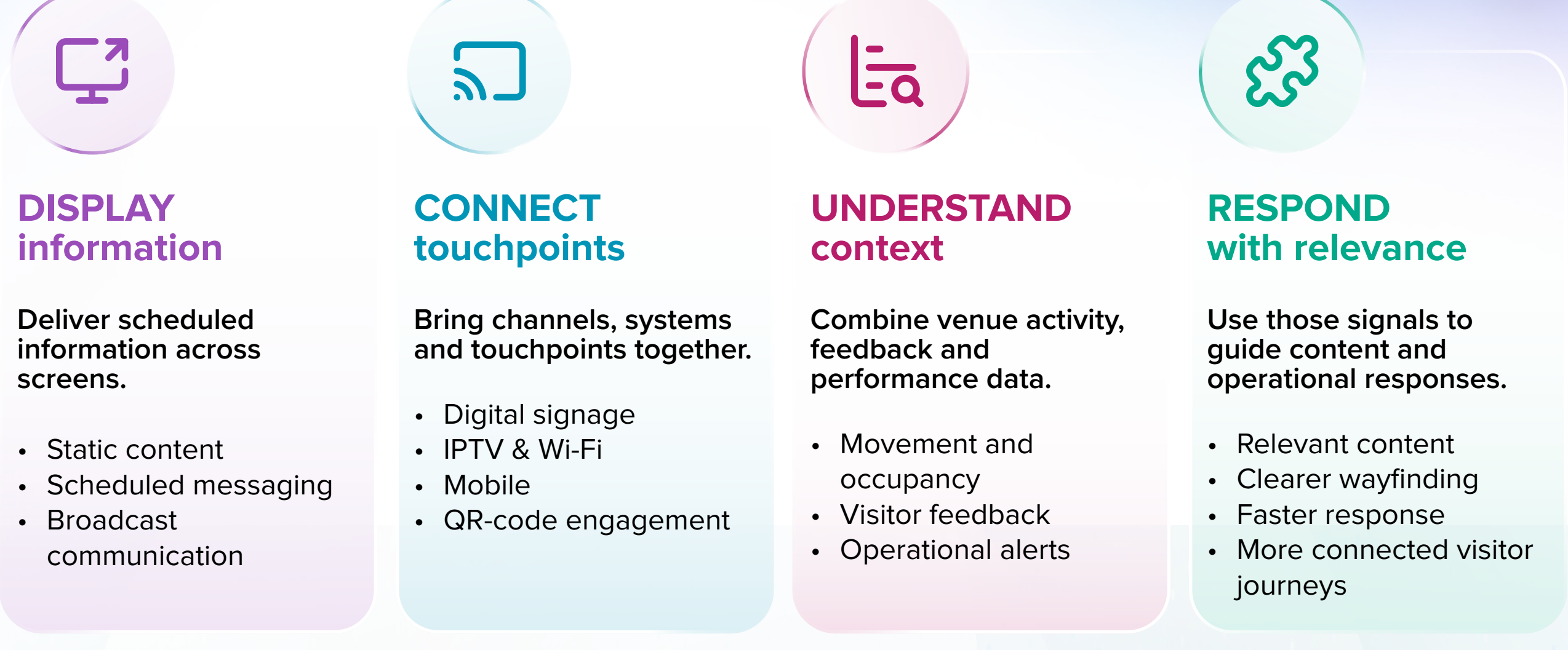


Can Your Venue Read The Room?

From Screens to Senses: How Intelligent Venues Sense, Think and Adapt in Real Time

Most venues can broadcast to thousands of people but very few can understand what those people need in the moment.

From Display To Response



The shift: From scheduled, one-way communication to connected, context-aware responses.

Illustrative capability model. Availability depends on the Wipro VisionEDGE™ and VE+ configuration and connected venue systems.

Four Personas. One Problem.

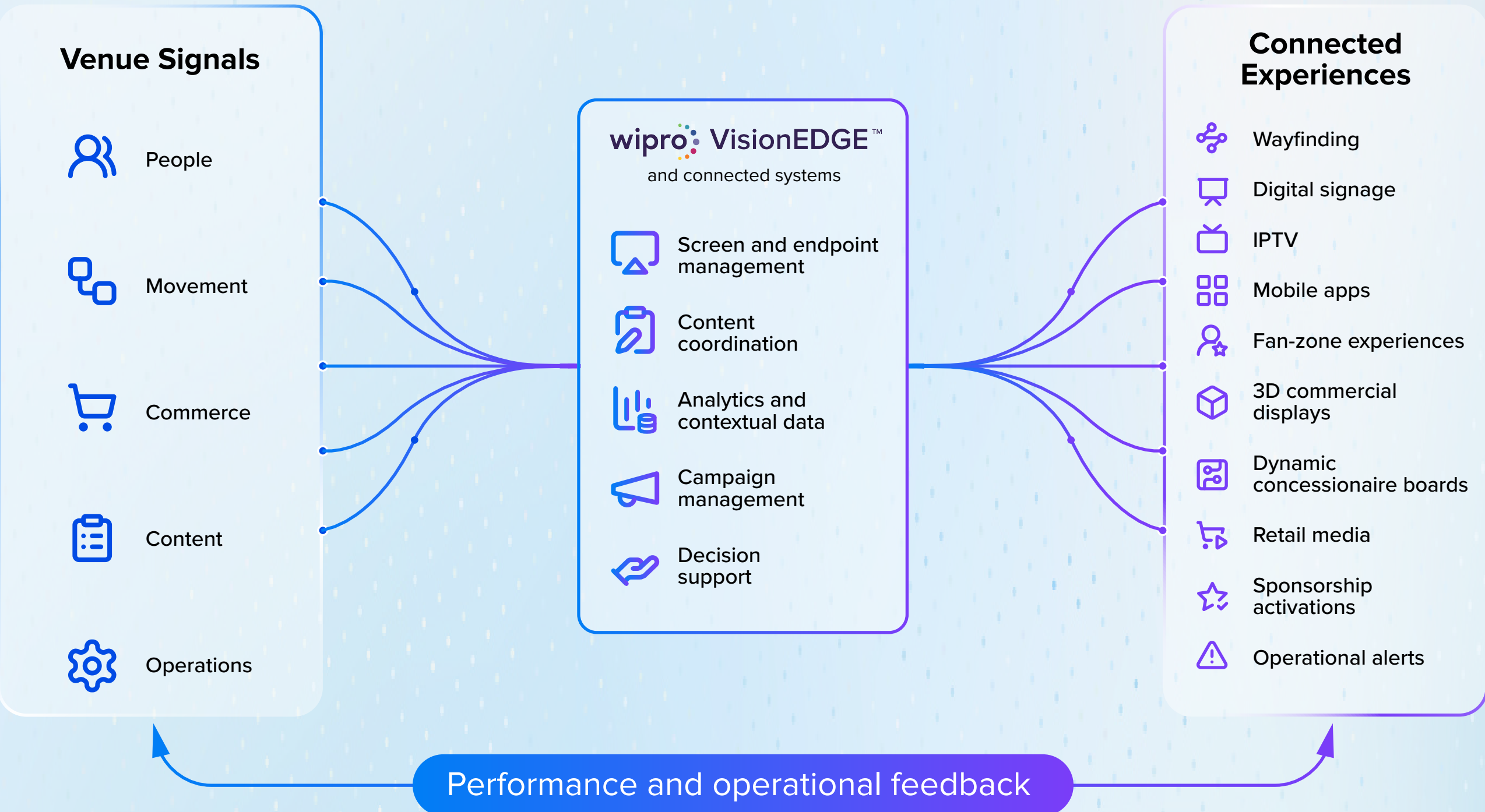
Visitors experience one venue, even when its content, operations and commercial systems work separately. That disconnect creates longer waits, less relevant messaging, slower operational responses and missed commercial opportunities.



How the Venue Nervous System Works.

Signals in. Experiences out.

Venue signals help teams decide what to show, where to direct visitors and when to respond.



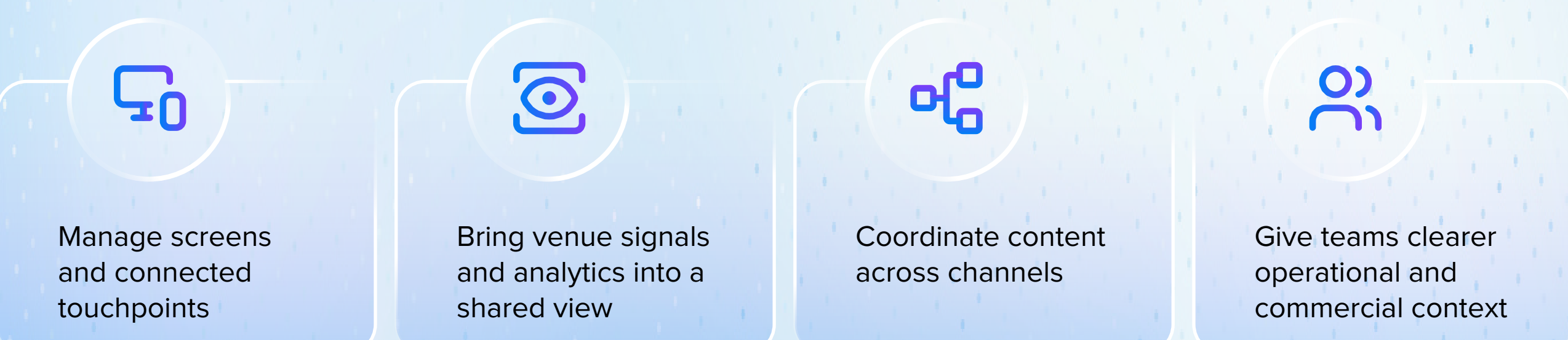
How Context Changes the Venue.

Transform venue operations by improving visitor flow, increasing engagement, creating new revenue opportunities, and enabling smarter operational decision-making through real-time insights and targeted activations.

Business Outcome	How It's Enabled
 Improved Flow	Dynamic venue insights help identify congestion early, improve wayfinding, and guide visitors more effectively.
 Increased Engagement & Loyalty	Event-driven campaigns, contextual content, and personalized interactions reduce friction and create more relevant visitor experiences.
 Revenue Growth	Dynamic concessionaire boards, retail media, sponsorship activation insights, and premium service opportunities unlock new commercial inventory and increase monetization.
 Streamlined Operations	Shared visibility into venue activity, seller performance feedback, and operational insights help teams make faster, better-informed decisions.

Where Wipro VisionEDGE™ Fits

Wipro VisionEDGE™ connects screens and digital touchpoints with venue signals, giving teams a shared view for coordinating content and responses.



Every Moment Connected.

When screens respond to what is happening across the venue, they become more useful to visitors, operators and commercial teams.