

THE WHAT

A cashless payment solution for Avicii's concert in Dubai.

THE WHERE

Sheikh Rashid Hall at the Dubai World Trade Centre, Dubai

THE WHEN

April 1, 2016

THE HOW

Using NFC wristbands and Jade proprietary apps on android devices.



THE WHO

Jade One worked with Peppermint Experience promotions, with DWTC as venue partner. Peppermint is one of the UAE's biggest promoters of live music events and regularly brings the world's best DJs to Dubai.

With more than 500 exhibitions and events, attracting over 2.74 million visitors, DWTC is the region's premier venue.



AIM OF THE PROGRAMME

Enable cash-free payments for 10,000 guests attending a concert at Dubai World Trade Centre to encourage higher spend, shorten queues, speed up payments, reduce cash handling and fraud.



PROGRAMME FEATURES

- Load app used at fixed point and mobile cashiers
- Full menu EPOS for food and beverage outlets
- Customised NFC wristbands
- Real-time reporting
- Zero Wifi dependency
- Post-event analytics
- 110 Devices
- 3 Apps

RESULTS

- Flawless execution
- 20,000 transactions
- 23% higher spend than previous similar events at venue
- Significant breakage
- Multiple transactions per second
- Two-year agreement with Peppermint and work with DWTC on forthcoming events.

JADEONE

www.jadeonegroup.com