

Again payment solution AG...

(Munich Coventry, June 2010) After the multi-purpose Ricoh Arena has picked up another piece of silverware by scooping an award for the success of the cashless payment system at Coventry City matches, payment solution AG has now been shortlisted again with its multifunctional customer card system for the Stadium Business Awards 2010.

The £113 million Ricoh Arena, home of Coventry City FC, beat off competition from several institutions all over Europe and gain the Contactless Intelligence Monkey Awards 2010.

Daniel Gidney, chief executive of the Ricoh Arena, said it was fantastic to gain international recognition for the operation of its cashless payment system.

We were the first stadium in the UK to introduce the cashless payment system and there is no doubt that it has speeded up the service for supporters buying refreshments and food in the concourses on match day, he said.

It has also been a commercial success with the average spend increasing in the concourses and corporate areas.

These awards are focused on recognising and rewarding innovation in a variety of sectors and our category was aimed at organisations that have incorporated contactless technology into their business as well as improving customer support and service.

We are thrilled to have won this award from our industry peers and I would like to thank Sky Blues supporters who have embraced this change and continue to make this system the success it is.

Karen Brindley, organiser of the Contactless Intelligence Monkey Awards, added: The focus of the Monkey Awards is on the organisations and companies that make contactless technology a reality, recognising that real-world deployments come as the result of commitment and hard work.

Everyone knows the technology works. What we're interested in is how that technology is successfully put into action in the real world.

payment solution AG has been shortlisted as a finalist in the innovation of the year category for the Stadium Business Awards 2010

The nominations of the Stadium Business Awards in association with Guinness were announced two weeks ago and payment solution AG has been shortlisted as a finalist in the innovation of the year category.

As the first awards to recognise achievements in the stadium industry, all aspects of the international stadium and sports venue sector are covered, from individual staff to event and venue of the year.

Today's stadiums, arenas and sports venues entice, entertain and enthrall millions, if not billions, of sports and music fans every year. But until now, neither the leading venues, nor the people behind them have been saluted, said Ian Nuttall, co-founder of TheStadiumBusiness.com. The awards were created to pass verdict on today's cathedrals of sport and those who are raising the matchday experience for sports fans.

Winners will be announced during the Stadium Business Summit at the Guinness Storehouse in Dublin on 17th June 2010.

Almost 1,000 nominations from around the world were whittled down to a shortlist, to be judged by an independent panel of industry figures including:

Michael Bollingbroke, COO, Manchester United Football Club
Paul Fletcher, Chief Executive, Burnley FC
Paul Latham, COO International Music, Live Nation Entertainment
Rory Sheridan, Head of Sponsorship, Guinness
Erik Stover, General Manager, Red Bull New York soccer team

Guinness is delighted to support the Stadium Business Awards 2010 and to play our part in recognising the outstanding achievements of sports venues around the world, commented Rory Sheridan, Sponsorship Manager of Guinness at Diageo Ireland. As a major sports sponsor globally, Guinness recognises that the quality, safety and entertainment value of the venues in which our sponsorships are hosted form a vital ingredient to the overall success of the sponsorship experience for all involved.

Sheridan added: Our support of these awards shows our appreciation for all the great sports stadiums and their operators around the world.

About the Stadium Business Awards 2010 in association with Guinness:

Held for the first time this year, the Stadium Business Awards in association with Guinness, were created as a platform to showcase innovation, professionalism and best practice within the stadium industry. The awards are organised by Xperiology, creators of the Stadium Business Summit conference and suppliers of stadium management training, consultancy and advisory services to the sports and entertainment sector.

For more information, please visit: www.stadiumbusinessawards.com

About payment solution AG:

payment solution offers comprehensive and integrated payment solutions for stadiums, arenas, theme parks and other leisure and entertainment facilities. With the use of multi-functional debit cards based on contactless RFID chip technology and comprehensive management software the overall system controls the seamless interaction of all relevant components, such as ticketing, access, parking, etc. Increased user-friendliness for visitors, faster transactions and advanced marketing opportunities guarantee increase in revenue and profit for the operating companies.

The experienced service provider covers all relevant fields from conceptual consulting to IT services and operating the complete system. payment solution offers the unique business model for complete equipment and operation of a cashless system with the native brand justpay including complete assumption of investment and ongoing operating costs.

For more information, please visit: www.paymentsolution.biz

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