



DARRELL K ROYAL TEXAS MEMORIAL STADIUM

Case Study

Darrell K Royal-Texas Memorial Stadium, located on the University of Texas at Austin campus, is one of the country's most iconic college football stadiums. Home to the UT Longhorns since 1924, it has a seating capacity of over 100,000 and a colorful history. On match days, the atmosphere is electric, with students dressed in burnt orange and fans tailgating before kick-off.

Challenges

Darrell K Royal Texas Memorial Stadium, also known as Texas Memorial Stadium, is the home field of the University of Texas at Austin's football team. With a capacity of over 100,000, it is one of the largest stadiums in the country. The stadium was originally built in 1924 and has undergone several renovations and expansions over the years. The fans of the Texas Longhorns, as the football team is known, are known for their loyalty and passion and fill the stadium to capacity for every home game.

At the start of 2022, Chris Reynolds and the team at Texas Memorial Stadium were excited to tackle some challenges that the group had identified to improve the overall fan experience. With many sold-out UT games (breaking ticket sales records for the season in 2022), Reynolds was determined to implement technology and infrastructure improvements to enhance the game day experience for fans.



We couldn't be happier with the decision to implement Mashgin kiosks at UT Austin's stadium. The results have been astounding. We have seen a significant reduction in line times, increased revenue and most importantly, an overall improvement in customer satisfaction. The fans are happy and that makes us happy.

Chris Reynolds

Resident District Manager for Sodexo
at UT Austin

Results

450%

450% Faster Transactions

Median transaction time of 12.5 seconds across all stands is 4.5x industry average.

125%

125% More Revenue

Retrofitted stands generated 80% more revenue year-over-year.

\$357K

\$357,000 in Additional Revenue

14 Mashgin kiosks at six concession stands boosted revenues significantly.

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



One of the main areas of focus was reducing line times for concessions. To tackle this challenge, UT decided to tap into Mashgin's AI Self-Checkout System to speed up transactions and reduce lines. UT Austin implemented a solution by installing 14 Mashgin kiosks - converting four stands to use Mashgin for checkout and constructing two entirely new stands to increase overall concessions capacity. The kiosks were deployed in various configurations, including countertop-based stations and mobile stands on carts, to ensure accessibility for fans in all seating areas of the stadium. With Mashgin kiosks up and running, both sets of stands offered more efficient service and dramatically reduced wait times.

Over the course of seven home games, Mashgin stands saw a huge increase in performance. Median transaction times across all stands were 12.5 seconds, which is 450% faster than the industry average for sports concessions. The retrofitted stands

also saw an increase in revenue, with 125% more revenue generated compared to the previous year. Over the entire seven-game season, 14 Mashgin kiosks generated an additional \$357,000 in revenue. Notably, four of those kiosks were only in place for the final three games, indicating the potential for even greater revenue generation. Even the lowest-performing stand with Mashgin outperformed the best-performing stand of the prior year, demonstrating the effectiveness of the Mashgin kiosks in improving overall performance.

The Longhorns plan to install over 20 additional kiosks for the coming 2023 season.



Venue Name:

Darrell K Royal
Texas Memorial Stadium

Industry:

NCAA Football

Location:

Austin, Texas



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