



## ABOUT European Championship

For the first time, the European Championship final tournament is being contested by 24 teams, having been expanded from the 16-team format used since 1996. Under this new format, the finalists will contest a group stage consisting of six groups of four teams, followed by a knockout stage including three rounds and the final.

## THE CHALLENGE

The increased national teams attract more enthusiastic fans to fill the stadiums. It causes longer time and longer queue for fans to buy drinks and snacks at fixed stalls in the stadiums that could affect accessibility and lead to security concerns. To make sure audiences don't miss a single minute of the match, France stadiums deployed mobile stalls among the stands to sell snacks/drinks while fans are still remain seated.



## THE SOLUTION

Partnered with a local solution provider and distributor to facility the mobile payment for mobile stalls. The vendor will carry a smart device and P10 mobile thermal printer to print receipts of sales. There is an App integrated and installed in the smart device with stall menu as well as printing commends.

## Summary

The solutions solve the queuing issue in the stadium and fans can enjoy a full 90 minutes of football. It shifts queuing pressure for fixed stalls which accept both cash and cashless payment. With the aid of our P10 printer, it provide convenience for audience to be remain in their seat who still willing to pay cash. This solution not only benefits audiences, but also helps stall to increase more sales and invest less in equipment.