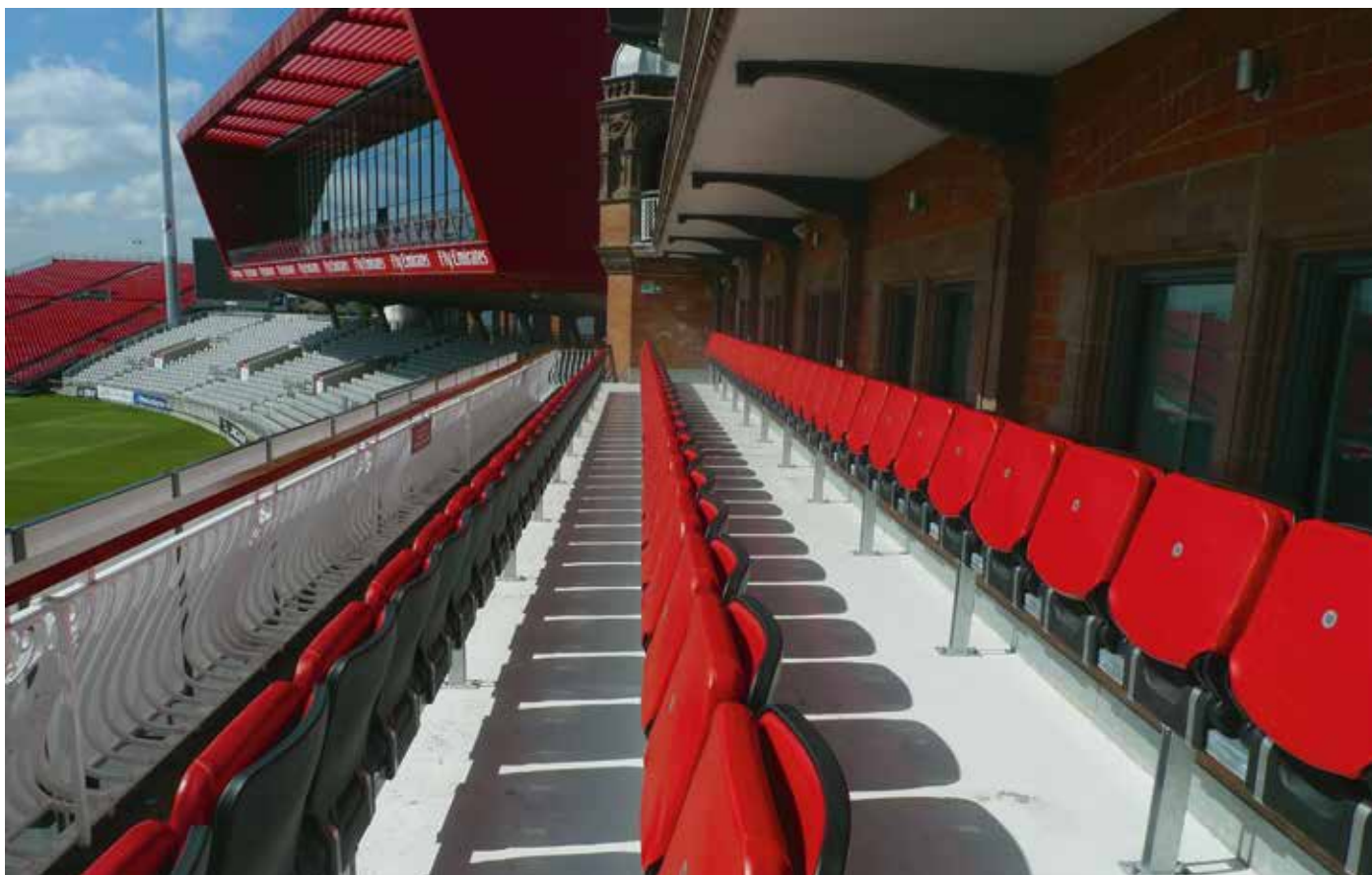


« LANCASHIRE COUNTY CRICKET CLUB



It stands as one of Britain's most historic sporting grounds. Established in 1857, enduring two world wars and playing host to almost 150 years of world-class cricket, Emirates Old Trafford is as legendary as legendary gets. Today, however, a venue needs more than a noteworthy heritage to mark itself out among the competition and the recent transformation of LCCC's home ground to bring its functionality in line with its kudos was a crucial move for the future of international cricket in the North-West of England.

For a facility that was to emerge as one of the most cutting edge and multi-purpose in the country, it was clear to

designers that only the most versatile of seating systems would meet their requirements. An aesthetic blend of The BOX Seat 901 and VIP 918 models provided a sophisticated and adaptable solution to a venue now made up of four distinctive admission zones - each with their own unique style and atmosphere.

The BOX Seat VIP seating fixed to special, high-rise rails in the brand new Players' and Media Centre ensures that cricketers are sat in luxurious comfort and guarantees an optimum viewing advantage throughout the game. At the opposite end of the ground, the same VIP model provides stylish seating in the world-renowned Members' Pavilion,

recently redeveloped in a way that has modernised existing facilities yet remained sympathetic to its original and timeless architecture.

Naturally complementing the 'members-style' seating and ideal for General Admission areas, the simply refined and economical 901 model is fitted throughout the rest of the venue. The trademark of The BOX Seat to utilise the same, unique rail system for each product makes it an optimal solution for a venue like Old Trafford, with its demand for different classes of seating within one, unified system. And, with facilities as peerless as these, the new-look image now matches the legacy. ■

NCR HELPS ADELAIDE OVAL DELIVER AN EXCEPTIONAL FAN EXPERIENCE

The iconic Adelaide Oval, home to The Ashes Cricket Test matches, recently deployed venue management solutions from NCR Corporation, the global leader in consumer transaction technologies, as part of a \$535-million redevelopment project. Featuring a vast new range of bars, restaurants, dining rooms, corporate boxes and concession stands to cater for capacity crowds over 50,000 fans, the project required a technology solution that could help ensure rapid, accurate speed of service in this most demanding of food-service environments.

At the heart of the solution is NCR Venue Manager, an advanced point-of-sale (POS) and reporting system deployed in more than 200 stadiums and arenas globally. NCR Venue Manager provides Adelaide Oval with sales information from every POS device and retail outlet in real time, enabling the stadium to accurately report, analyse and forecast sales, and ensure real-time inventory control and cash management.

"We have made a significant investment in our redevelopment and must deliver nothing short of a world-class experience for the tens of thousands of visitors we will host at an event," says AOSMA CEO, Andrew Daniels. *"NCR Venue Manager is helping us fulfil our commitment to provide exceptional service to event-goers, while increasing efficiency, reducing waste and keeping costs under control."* ■