



AXESS



Denver

United States

Faster, Safer, Smarter: How Ball Arena Upgraded the Fan Experience

In recent years, the Ball Arena has installed numerous Axess Solutions - from advanced turnstiles and pedestals to high-tech suite readers. Its commitment to cutting-edge access control technology reflects a clear focus on safety, efficiency, and fan convenience, making it one of the most advanced systems among major sports venues.

Located in the heart of Denver, Colorado, the Ball Arena hosts more than 250 events annually. Home to the Denver Nuggets (NBA), Colorado Avalanche (NHL), and Colorado Mammoth (NLL), this multi-purpose indoor arena offers seating for up to 20,000 guests at concerts, sport and special events.

Optimizing entry points with advanced gate systems

High-capacity areas with multiple Axess gates are strategically placed around the arena to reduce bottlenecks and manage crowds during major events.

The venue has two primary fan entry areas where 42 **AX500 Smart Gate NG - Mobile Pallet and WIFI** are installed. Allowing wireless online operation, these gates are equipped with **Axess SMART SCANNER 600**

NFC for barcode and RFID/NFC ticket reading and a long-lasting battery pack. Its modern turnstiles ensure efficient crowd flow while verifying the ticket's validity before entry. Additionally, 18 **Axess PED-ESTAL 600 NFC** are integrated at premium entrances for barrier-free access control, each equipped with an **Axess SMART SCANNER 600 NFC** and a long-lasting battery pack for wireless online operation. We recently had a conversation with Ricky Casady, Vice President of ticket operations at Kroenke Sports and Entertainment, a prominent sports and entertainment holding company that operates the Ball Arena, Paramount Theatre, and Dick's Sporting Goods Park. Casady emphasized the increased safety provided by the gates: due to the integration of Ticketmaster into the system, the gates



f.l.t.r.: Ren Steyn (Axess), Claudia Kopetzky (Axess), Ricky Casady (Ball Arena)



automatically flag and stop resale or fraudulently distributed tickets. Entry is then denied, and the issue is addressed immediately at the gate. At the same time, guests benefit from seamless, contactless access to the arena, supported by a dedicated operator team ready to assist.

Visibility and security thanks to Axess Suite Readers

Since 2021, 84 **Axess SUITE READER 600** have controlled access to fan suites. QR codes and RFID/NFC tickets are easily scanned and verified with the database, automatically unlocking the door upon successful confirmation. Additionally, the Suite Reader can be equipped with an optional camera on the top part of the device.

"The suite readers that we previously had from another company weren't really synced, and you didn't really get to tell who was coming and going into those suites. Now we have the ability to see that with Axess Suite Readers," - highlights Ricky Casady.

A partnership built on trust and performance

Casady explained that the decision to partner with Axess was largely driven by the strength of the relationship and collaboration our company offered: "A good partnership

with Axess has been at the forefront of the decision of why we went with them. We evaluated many other companies (...) and we made the move on from the previous company once Axess showed us what we could do with them."

He not only praised the implementation process but also the satisfaction with the partnership: "The installation went great, very smooth. (...) The communication was great in terms of moving out the old equipment and installing the new one. It didn't take long. Once we ordered the equipment and it arrived, it was really much plug and play. (...) The investment has been worth it. The relationship and partnership that we've had with Axess has been very well received, and we're thrilled to continue to use Axess as our access control system."

Secure mobile access and monitoring

Ball Arena has adopted mobile ticketing as its primary entry method, which allows fans to use digital tickets stored on their smartphones. This setup enhances security and minimizes counterfeit tickets by providing secure, encrypted digital entries. Furthermore, the arena's IT and security team has access to real-time data through the integrated access control system, which helps moni-

→ **AX500 Smart Gate NG**
Mobile Pallet and WIFI

→ **Axess SMART SCANNER 600**
NFC

→ **AXESS SUITE READER 600**

→ **Axess PEDESTAL 600**
NFC

tor entry points, flag potential security risks, and address crowd management challenges.

Through its collaboration with Axess, Ball Arena has transformed entry management into a streamlined, data-driven system that prioritizes both security and guest satisfaction. With a seamless blend of smart technology and strategic implementation, Ball Arena is not only meeting the demands of today—but preparing for the needs of tomorrow.