

Yes, You Can Fill Your Venue With Large Crowds Again

No Matter What Course COVID-19 Takes, U-Pass™, the Fully Integrated, Secure Digital Pass, Helps Make In-Person Events Safer



Live Event Organizers Confront COVID-19 Uncertainty

As the world works to recover from the COVID-19 pandemic, there are many starts and stops. It's a ragged recovery that has confounded sponsors of big events and their audiences.

Vaccinations may or may not be required. COVID-19 cases are declining. Variants are emerging. Boosters may or may not be required. Different locales have different laws and regulations. And when the endemic replaces the pandemic, what challenges will persist for you and for your audiences as you stage your events?

Regardless of COVID-19's course, your mission and financial future requires you to make full utilization of your venue's capacity. Underattended events have exacted brutal losses. According to the [American Institute for Economic Research](#), two of the sectors hardest hit by the lockdowns were arts and entertainment. Disney [lost](#) \$1.4 billion in just the first quarter of the pandemic. Early [estimates](#) for the cost of Broadway's shutdown came to \$565 million.

To bring your attendees and staff together at full capacity, while making them comfortable in large crowds again, you need to have proper health and safety controls.

You also need to put your skilled employees back to work before they find other employment. Your customers are eager to return. The sight of facilities filled with thousands of sports fans, concertgoers, theme park enthusiasts, churchgoers, and others makes it clear that people have grown weary of lockdowns and are longing to unite over shared pleasures and passions.

But the old normal is elusive. Many people remain fearful of infection and hold you responsible for protecting them from it, risk waivers or not. A leading law journal urges readers to prepare for personal injury [litigation in the age of COVID-19](#).

Sponsors of big events naturally fear hosting what could turn out to be a super-spreader event. Insufficient health protections make that a distinct possibility. To bring their attendees and employees back again at full capacity, organizers need to promise they have proper controls in place to ensure that COVID-19 carriers are excluded from the setting. U-Pass™, the fully integrated web and mobile digital pass, helps make fulfillment of that promise possible.

How U-Pass Works - The Basics

With U-Pass, you can easily check incoming individuals against a variety of criteria and credentials while tying those results to your physical access systems. Its Software-as-a-Service (SaaS) delivery model requires no additional hardware or software for you to deploy and maintain. You can validate test results (pass/fail) on the spot and keep the appropriate records on returning individuals to ensure a safer environment.

By tying individual test results and vaccination status to access control, and in the future boosters, U-Pass lets you ensure that only individuals authorized by you gain access to your venue. You gain peace of mind about the health and safety of individuals while employing a process that removes the friction of the pandemic for the individuals involved.



In a world of COVID-19 uncertainty, U-Pass enables your organization to fill your venues again by helping to provide a healthy, safer place for your audiences to indulge their pleasures and passions.

How Your Venue Will Benefit

Near Real-Time Testing: When/if frequent testing mandates are in effect, testing needs to be rapid and provide results within minutes *before* people gain access. U-Pass healthcare partners provide near real-time testing results on the spot—not days or weeks later.

Inside the Venue Safeguards: You can integrate thermal camera readings into U-Pass to instantly detect atypical temperatures and deny access to individuals above a specified threshold. In addition, all who enter your venue can be provided an always-in-place wearable monitor for the same purpose.

Access Control: No matter how many tests are performed, your venue is at risk unless each positive-testing individual is automatically denied access. U-Pass allows you to integrate testing with modern facilities management, badge scanning, and lock systems. A positive test can result in automatic denial of access and a medical referral and quarantine advisory.

Privacy Protection: Matters of health raise privacy issues and call for the highest levels of security. The U-Pass solution was designed with security and privacy in mind, particularly HIPAA and GDPR compliance.

Rapid Time to Value: U-Pass features a highly scalable SaaS back end and a web and mobile user app front end. With no additional hardware or software needed, it can be in use at your venue in as quickly as two weeks.

Full Integration with Existing Systems: U-Pass integrates smoothly with your current systems to ensure that you gain situational awareness of virus-related matters, full visibility into trends, and the ability to adapt your approach to comply with applicable government regulations.

To learn how you can easily put U-Pass into operation, visit www.unisys.com/u-pass/.



For more information visit www.unisys.com

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