

WINNER

**BEST SPORTS EQUIPMENT,
APPAREL OR WEARABLE TECHNOLOGY**

SOLOS SMART WEARABLE TECHNOLOGY

Solos specialises in smart-label brand protection and inventory management by embedding intelligent RFID and Near Field Communication (NFC) tags into sports fan merchandise. This means a jersey now has capabilities to become a ticket, e-wallet and provide tailored, exclusive offers in real time, as well as gather data. Solos can significantly increase ticket/merchandise/food and beverage sales plus fan engagement, connectivity and experience.

[SEE PRODUCT VIDEO](#)

Here's what the judges said:

This is a fantastic concept, with a strong potential to change match day experiences totally. Essentially it is simple but very clever technology that solves a range of issues and offers the bandwidth to do lots more. This is genuinely innovative and has real potential globally.

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