CUE

INDY 500
MAY 28, 2023
GAINBRIDGE

FanSee and PostUP

Bringing the energy and enthusiasm of fans to the forefront across 40 displays throughout the venue, creating an unforgettable immersive experience at the Indy 500.

FANSEE

Web based platform that uses QR codes to live stream fans to a video board via mobile phone.

3,093
Scans
80% of scans were from unique users

473
Live Fan
Video Streams

1 hour
of user generated content

POSTUP

Event-driven platform in which user-generated content from various sources can be aggregated and moderated for real-time display.

7,447 Posts uploaded

Just with a simple QR code scan