



Case study



Gillette Stadium Delivers Game-Changing Security Ingress Experience for Fans Makes Guests and Staff Feel Like They Are Walking into a Friend's House with Fan-friendly Weapons Screening

Gillette Stadium

CAPACITY: 65,878

HOSTS: New England Patriots, New England Revolution, Concerts

AWARDED: 2026 World Cup Host

ENTRANCES: 10 Public and 4 Premium

WEBSITE: GilletteStadium.com

Solution Snapshot

Goals

- Deliver a smoother security screening experience
- Reduce security queues at entrances
- Perform secondary security checks on very small percentage of fans
- Deploy security screening system across different locations easily and quickly
- Provide ongoing feedback to shape product vision and roadmap

Solution

People

- Meet with Kraft Sports & Entertainment and Gillette Stadium teams to learn about their requirements and align those with product roadmap
- Developed and piloted new Outdoor Express System based on interactions with stadium team

Process

- Worked with stadium staff to lab and bench test Express systems
- Configured and deployed 14 Dual-Lane Evolv Express systems
- Trained stadium security team on Evolv Express system operations and analytics
- Helped stadium team reconfigure their ConOps to align with new security screening processes

Technology

- 14 Evolv Express® Systems
- Outdoor Evolv Express System
- Evolv Cortex AI®
- Evolv Insights®

Outcomes



Reduced 15-minute security queues



Perform secondary security screening on 5% of fans



Replaced around 560 metal detectors with 14 Express systems



Granular analytics analytics for greater efficiency and security effectiveness



Participated in Evolv roadmap development and beta testing



Setting a High Bar

Gillette Stadium opened two decades ago and is home to the New England Patriots of the NFL and New England Revolution of the MLS.

During their time playing in Gillette Stadium, the Patriots have played a total of 23 NFL playoff games in the stadium and tout a record of 19 – 4 in them. Gillette Stadium is owned and operated by Kraft Sports & Entertainment, a subsidiary of the Kraft Group, which is owned by Robert Kraft who owns the Patriots and Revolution. In addition to NFL and MLS games, the stadium also hosts lacrosse games, concerts, and other events.

Fans who attend NFL and MLS games and concerts at Gillette Stadium have high expectations. In response, the Kraft Sports & Entertainment and Gillette Stadium teams seek to provide them with a top-notch experience from the time they arrive to the time they leave. For example, as part of this undertaking, upwards of 5,000 staff members are onsite to operate the stadium during a Patriots game—a ratio of one worker to every 13.7 fans.

“

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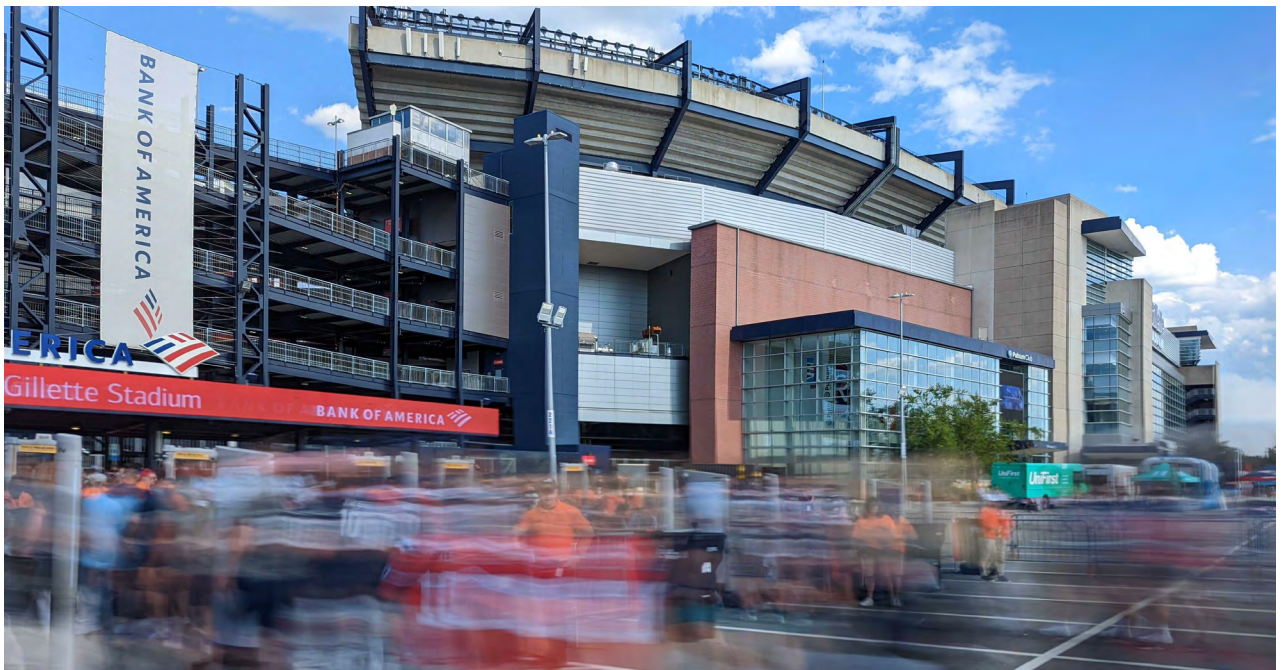
- Mike Loynd, VP, Strategic Initiatives, Kraft Sports & Entertainment

Fan Experience Suffered from Legacy Security Screening Approach

The safety and security of fans, staff, players, and performers are a foremost concern for the Gillette Stadium security team.

For security screening, the team previously employed walkthrough magnetometers at its 10 public and 4 premium entrances. But even with a large number of machines in use, lines would form in front of the entrances—forcing fans to wait 10 to 15 minutes to get into the stadium.

“In addition to the wait to get into the stadium, a significant number of false alarms forced many fans to go through secondary security checks where they would need to divest their personal effects,” says Mike Loynd, the VP of Strategic Initiatives at Kraft Sports & Entertainment. “It was an uncomfortable process and created a lot of friction.”



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Vetting a Local Company

A local Boston-based company called Evolv Technology caught the attention of both the Kraft Sports & Entertainment and Gillette Stadium teams.

"We are always on the lookout for creative and innovative ideas to enhance our security posture," notes Bill Christiansen, the VP of Security at Gillette Stadium. "Evolv is a local company and is well-known in the industry. We decided to take a look at Evolv, and we discovered that their platform delivers a tremendous guest experience, while maintaining a great security posture."

Yet simply because Evolv was a local company with a good reputation wasn't enough for the two teams. "We looked at other technology solutions and companies," Christiansen conveys. "Evolv met all our 'must-have' requirements related to operations, efficiency, and security." Loynd continues: "We want fans to have memories of the action on the field and their experience with our hospitality. Security screening should be just a short moment of transition that isn't retained in their memory."

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- Mike Loynd, VP, Strategic Initiatives, Kraft Sports & Entertainment

“Lines Just Disappeared at Our Entrances”

The Kraft Sports & Entertainment and Gillette Stadium teams decided to move forward with Evolv Express® systems in the summer of 2022—in time to be live for the start of the NFL season.

Loynd admits that he was bit apprehensive at first. “We initially kept the Evolv solution at arm’s length when we first evaluated our different technology options to ensure that we were swayed one way or the other,” he says. “When the Express units went live on that first day, I was pleased to see the lines that were normally in front of our entrances just disappear.”

As part of the evaluation process, the Evolv Security Engineering team set up lab and bench testing for stadium teams so that they could see the performance of the Express unit in a mock real-world environment. The Evolv Security Engineers also helped the stadium teams to configure and set up the individual Express units. “They also worked with the security team to train them on how to use the new systems and to reconfigure our ConOps,” Christiansen says. “The Evolv team was here through the whole process and have been a key component to our success.”

“ I believe Evolv is a game-changer. We can bring our fans into the stadium efficiently without making them wait in line, and in a timely basis, while also maintaining the safety and security that they expect and deserve.”

- Bill Christiansen, VP, Security, Gillette Stadium



From Around 560 Machines to 14 to Manage

Prior to Evolv, the security team operated around 560 magnetometers—around 40 at each of the stadium's 10 public and 4 premium entrances.

"We replaced these with one Dual-Lane Express unit at each entrance," Loynd says. "We went from 40 separate magnetometers running at each gate to one Express unit."

This huge reduction in machines reduced the stadium's footprint and allowed the security team to reallocate security guards to other areas of the stadium. "Guest experience improves as well as our security posture by positioning them in other vital areas of the stadium," Christiansen says. "Our enhanced security approach allows them to pass right into the stadium, but with the same level of security as we had before."

In addition to a positive response from the fans, security guards have responded positively to the Express units. "With the magnetometers, they were heads down watching the machines and conducting secondary searches," Loynd relates. "With the Express system, they are able to interact with fans more—which is a plus on both the customer experience and security fronts." The number of secondary security alarms has plummeted with

the Express unit as well. "Each individual security guard had to conduct 100 or 120 secondary security searches per event," Loynd continues. "We're now detecting around 5%, which frees them up to interact with the other 95% of fans who pass through security screening."

When an alarm occurs, a red box on the Express unit tablet pinpoints the location of the potential threat on the person's body or bag. The Gillette Stadium and Kraft Sports & Entertainment teams use this intelligence from the Express unit to supplement secondary screening checks using magnetometers.

“ The open APIs [of the Evolv platform] will enable us to integrate additional technologies such as ticket scanning and video cameras. We feel that we have a voice on the roadmap of the technology.”

**- Mike Loynd, VP, Strategic Initiatives,
Kraft Sports & Entertainment**





Actionable Analytical Insights from Evolv Insights®

One of the aspects of the Evolv technology that Christiansen and Loynd really like is Evolv Insights analytics.

"We went live with the Express units during the NFL training camp, where we don't require tickets, and we found the Evolv Insights to be extremely helpful then," Loynd says. "We get valuable data on our security throughput, total number of people in the stadium at any one point of given time, and alarms that occurred and when. The post-event reports, which include threat alarms, are extremely informative. We plan to incorporate these data insights into our communication planning for the year."

Evolv Team: Bright People And Great Listeners

When it comes to the people component of Evolv, Loynd notes that the listening skills of the team are what set them apart.

"A lot of companies have really bright people, and Evolv certainly fits into that bucket," he says. "But they are really good listeners as well. The Evolv team spent a lot of time learning our security requirements and actually integrated our feedback into their product roadmap. The Outdoor Evolv unit is one such example. We trialed it on site and are excited to put them into production."

The Outdoor unit is just one of the new product capabilities on Evolv's roadmap that Christiansen's and Loynd's teams are excited about. "The open APIs [application programming interface] will enable us to integrate additional technologies such as ticket scanning and video cameras," Loynd says. "We feel that we have a voice on the roadmap of the technology."

Expedited Security Exactly What Fans Expect and Deserve

Having spent several decades working on security associated with the Olympic Games and World Cup, Loynd believes that Evolv has the potential to be transformational.

"For these types of events, we're talking hundreds of thousands of people coming through in one day," he explains. "But when this is the case, a huge amount of infrastructure is required with traditional security screening technologies like magnetometers. It takes tens of millions of dollars and a lot of time just to put in the required security systems infrastructure. However, with Evolv, that isn't the case."

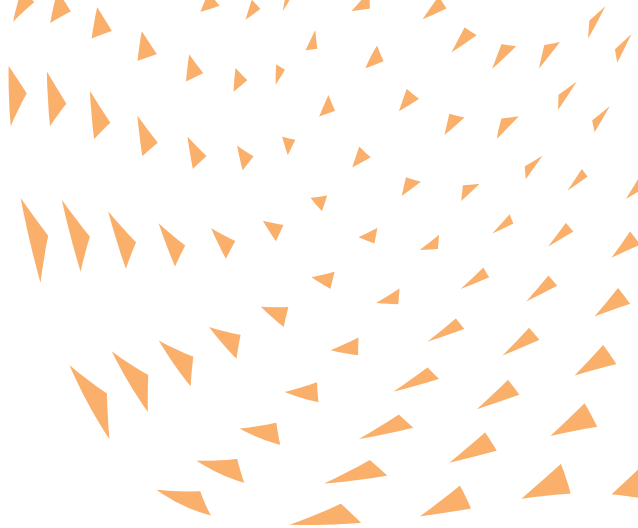
"Security is of paramount importance to us here, as well as the guest experience," Christiansen adds. "I believe Evolv is a game-changer. We can bring our fans into the stadium efficiently without making them wait in line, and on a timely basis, while also maintaining the safety and security that they expect and deserve."

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Contact us to learn more about helping to create
safer zones where you live, learn, work or play.

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