

DKR Stadium doubles sales with Mashgin’s computer vision checkout

CASE STUDY

How DKR Stadium at UT Austin was able to increase sales by 125% for every POS it replaced with Mashgin

CLIENT | **INDUSTRY** | **LOCATION**
Delek US | Convenience Stores | Brentwood, TN

About DKR Texas Memorial Stadium

Darrell K Royal-Texas Memorial Stadium, located on the University of Texas at Austin campus, is one of the country’s most iconic college football stadiums. Home to the UT Austin’s Longhorns since 1924, it has a seating capacity of over 100,000 and a colorful history. On match days, the atmosphere is electric, with students dressed in burnt orange and fans tailgating before kick-off.

Challenges

With a capacity of over 100,000, DKR is one of the largest stadiums in the country. The fans of the Texas Longhorns are known for their loyalty and passion and fill the stadium to capacity for every home game. At the start of 2022, Chris Reynolds and the team at Texas Memorial Stadium were excited to tackle some challenges that the group had identified to improve the overall fan experience. With many sold-out UT games (breaking ticket sales records for the season in 2022), Reynolds was determined to implement technology and infrastructure improvements to enhance the game day experience for fans. One of the main areas of focus was reducing line times for concessions.

Choosing Mashgin

To tackle this challenge, UT decided to tap into Mashgin’s AI Self-Checkout System to speed up transactions and reduce lines. UT Austin implemented a solution by installing 14 Mashgin kiosks – converting four stands to use Mashgin for checkout and constructing two entirely new stands to increase overall concessions capacity. The kiosks were deployed in various configurations, including countertop-based stations and mobile stands on carts, to ensure accessibility for fans in all seating areas of the stadium.

With Mashgin kiosks up and running, both sets of stands offered more efficient service and dramatically reduced wait times. Over the course of seven home games, Mashgin stands saw a huge increase in performance. Median transaction times across all stands were 12.5 seconds, which is 450% faster than the industry average for sports concessions. The retrofitted stands also saw an increase in revenue, with 125% more revenue generated compared to the previous year.

Over the entire seven-game season, 14 Mashgin kiosks generated an additional \$357,000 in revenue. Notably, four of those kiosks were only in place for the final three games, indicating the potential for even greater revenue generation. Even the lowest-performing stand with Mashgin outperformed the best-performing stand of the prior year, demonstrating the effectiveness of the Mashgin kiosks in improving overall performance. The Longhorns plan to install over 20 additional kiosks for the coming 2023 season.

Results

125%

MORE REVENUE
Retrofitted stands generated 125% more revenue year-over-year

4.5x

FASTER TRANSACTIONS
Median transaction time of 12.5 seconds across all stands is 4.5x industry average

\$375K

ADDITIONAL REVENUE
14 Mashgin kiosks at six concession stands boosted revenues significantly



"We couldn't be happier with the decision to implement Mashgin kiosks at UT Austin's stadium. The results have been astounding. We have seen a significant reduction in line times, increased revenue and most importantly, an overall improvement in customer satisfaction. The fans are happy and that makes us happy. "

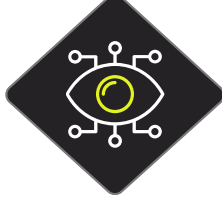


Chris Reynolds
Resident District Manager for Sodexo at UT Austin

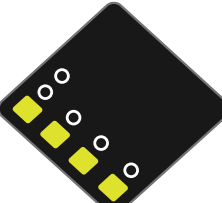
Delight customers with the world's fastest checkout

Mashgin's computer vision technology delights customers, increases sales, and maximizes staff productivity.

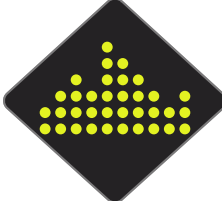
AI-powered checkout transforms your operations for maximum throughput and efficiency

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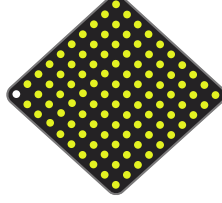
Unmatched computer vision

Our AI-powered 3D vision system recognizes items instantly—no barcodes required—delivering 99.9% accuracy for a seamless checkout experience.
- 

Maximum productivity

Reduce reliance on manual scanning and free up staff to focus on higher-value tasks, improving efficiency without increasing headcount.
- 

Insights that matter

Unlock real-time data on store performance, inventory trends, and customer behavior to make smarter business decisions.
- 

Built to scale

Whether in one store or across hundreds of locations, Mashgin adapts to your business needs with enterprise-ready AI technology.

Get instant & transformative results

- 4x

INCREASE THROUGHPUT
4X faster transactions
- 125%

BOOST SALES
125% increase in sales
- 80%

DELIGHT GUESTS
80% lower wait times
- 50%

INCREASE MARGINS
50% increase in sales per FTE

Learn how Mashgin can transform your business today.



Trained and trusted by a billion transactions



Integrated with 50+ technologies in retail and food service

PAYMENTS FREEDOM.PAYSHIFT4AURUS	LOYALTY givexvenuetizeLAVA
POINT OF SALE ORACLEcloverPDI	FUEL & RETAIL verifoneinvenco by GVRpaytronix
CAMPUS cbordtrove	CASH GLORYcpi