



FeverGuard

2020: The Worst Year Ever in Live Entertainment

Losses in the Billions Stagger Industry

What Does the Future Hold?

From event cancellations to shortened or eliminated sports seasons, the entertainment industry has been crippled by COVID. No one is left unscathed: entertainers, athletes, advertisers, venues, employees who work for teams, venues, or events, and the thousands of small businesses the industry supports. [More than 12,000,000 people work in entertainment production](#) in the U.S., which generates revenue in the billions. Broadway is closed until 2021. [Cirque du Soleil is filing for bankruptcy](#) and has laid off 95 percent of its employees – more than 4,000 people.

Thirty-four percent of Disney's revenues come from theme parks, which have been closed. Disney lost nearly \$5B in April, May, and June. The film industry is also facing losses in the billions and has slashed new hiring. By the time the pandemic is under control, sports occupations alone could lose \$12.3B in earnings.

But the statistic that may have the most long-term impact? Until there's a proven vaccine, **fewer than half** of Americans plan to go to sports events, concerts, movies, or amusement parks when they reopen. And who can blame them?

Is It Time to Have Fun Again?

Any industry that caters to what we do with our leisure time must re-evaluate how it can provide safety and peace of mind to customers as well as employees.

So, what will it take for the entertainment industry to get back on its feet? Obviously, a proven vaccine would be a major step in the right direction. But, until enough people have taken the vaccine for the population to develop herd immunity, the industry must be prepared to:

- Enhance sanitation protocols at venues
- Configure venues to allow social distancing
- Enforce strict adherence to sanitation best practices such as wearing masks and using hand sanitizer
- Use temperature monitoring and other technologies to screen entertainers, athletes, support staff, and attendees before events

Include Safety with the Price of Admission

FeverGuard™, a small, wearable health aid that fits comfortably under the arm, can offer 24x7 fever monitoring of everyone associated with an entertainment event. It monitors a person's temperature continuously and uses machine learning to analyze the data and alert event organizers, venue staff, and participants at the first sign of a fever. That means medical personnel can act quickly to isolate the potentially infected individual, effectively minimizing the spread of disease.

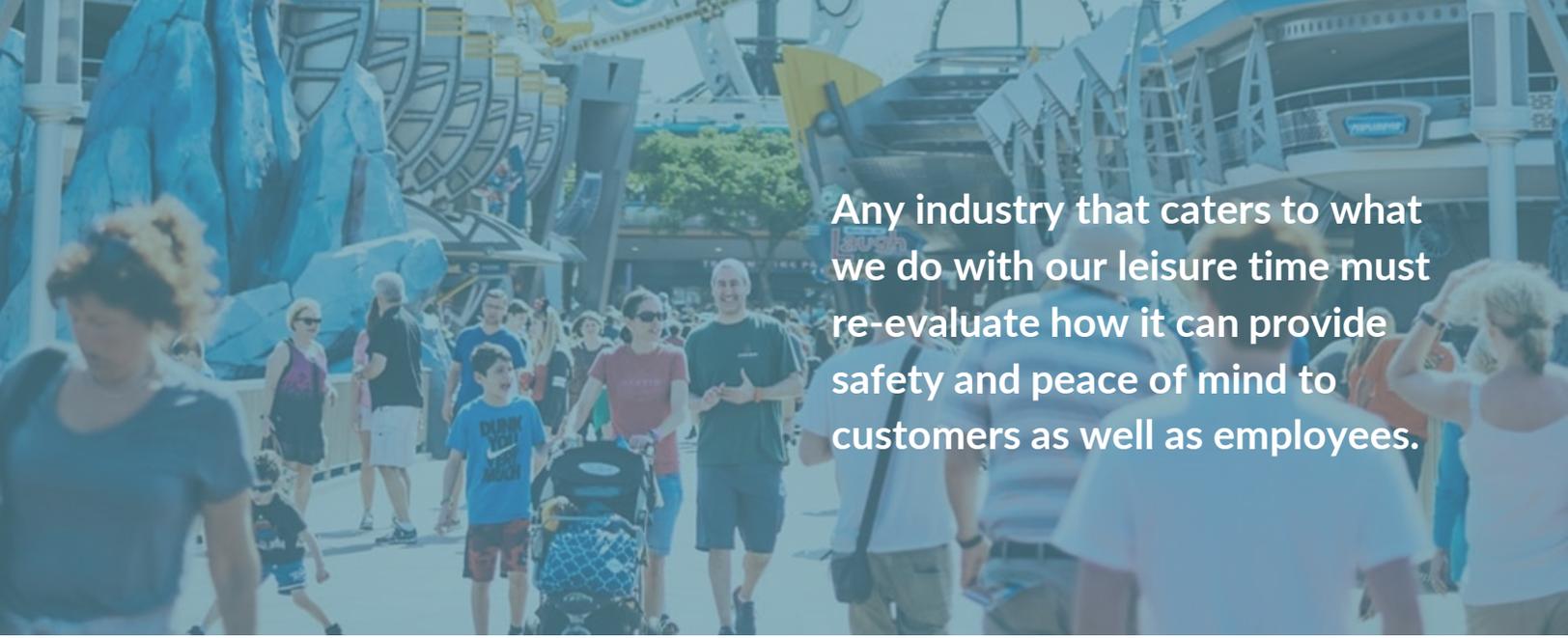
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Solos Health Analytics mission is to leverage individualized machine learning and predictive analytics to develop wellness products that provide an early indication of potential illnesses, improving health safety, aiding in the containment of infectious disease, and reducing healthcare delivery costs.



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Continuous, automated monitoring eliminates the cost, complexity, and time required for manual temperature checks. And, with its open API, FeverGuard can be integrated with devices such as the Disney Magic Band to connect temperature readings with other guest or event attendee data.

At some point in the not too distant future, this kind of technology will be required of event attendees and theme park visitors. FeverGuard could be included with event tickets or theme park passes. The night before arrival or the event, guests begin temperature monitoring with FeverGuard. Anyone with a fever, even one considered mild, is prohibited from entering the venue, and speedy refunds are given — no questions asked. Likewise, if FeverGuard detects the onset of a fever during an event or while a guest is in the park, prompt action can be taken.

Never the Same Doesn't Have to Mean Never as Good

With FeverGuard, the precaution of continuous temperature monitoring can be applied to any large-group activity — with something no more obtrusive than an Apple Watch.

So, if you're in the entertainment business and wondering whether life will ever be the same, you can stop wondering. It won't be. But it can be just as good — and a lot safer.

