

You can put your best face forward

The high-tech National Soccer Hall of Fame gives footie fans another reason to cheer

AT THE NEW NATIONAL SOCCER Hall of Fame in Frisco, Texas, you'll find an 1800s American soccer ball, Pele's New York Cosmos jersey and three U.S. Women's FIFA World Cup trophies. The main attraction, though, will be your face. "Facial recognition is the driving force here," explains executive director Djorn Buchholz. "It's never been used in a space like this before."

Facial scans and fan preferences inputted upon entering provide visitors with tailored soccer content at 13 interactive exhibits. Gesture technology reads visitor's movements as they juggle, pass and take shots on goal or get recorded tips from Hall of Fame

legends like Alexi Lalas and Shannon Boxx. VR goggles and gloves give fans the chance to step into a virtual goal zone to reenact saves by Tim Howard and Briana Scurry. Even top U.S. soccer moments can be "photobombed" through green-screen technology, and facial recognition allows fans to receive images instantly.

Given the mix of iconic memorabilia and technology, 2006 inductee Lalas confides, "My only complaint is that they wouldn't let me sleep there when I visited."

—CHRISTINE HINZ
nationalsoccerhof.com



U.S. soccer legend Alexi Lalas helps perfect your game

