

> MARKET

Registration and management of visitors during large events

> APPLICATIONS

Identification, access control and reporting

> CHALLENGES

Optimize visitor experience during high-profile events

> EVOLIS SOLUTIONS

Quantum and desktop printers from Evolis



RFID: an absolute must

RFID – Radio-frequency identification (RFID) – is a technology that uses radio waves to transfer data from a chip to a remote reader. An RFID card hosts personal data to speed up visitor access to events by using a dedicated reader that accesses stored data, then grants or denies access to the card holder.

An RFID card can be updated to grant specific access rights to a user who, for example, registered himself as a participant to a conference. RFID also helps organizers collect behavioral information about a card holder to update databases and execute targeted marketing actions. These RFID technologies are, for example, used successfully during the Emballage International Packaging Exhibition in Paris, where around 70 000 RFID badges are routinely delivered, including, approximately 50 000 of them within a span of just 4 days.

Event Management: Performance is in the cards

The success of an event is undoubtedly linked to the manner in which visitors management is conducted, especially during mega events that welcome tens of thousands of such visitors. Evolis printers have proved their capacity to seamlessly integrate with third-party systems and software and design a powerful solution to manage visitors. This is precisely the achievement of the Evolis/TECH-EVENT duet.

TECH-EVENT is an IT expert trusted by several large event organizers around the world. This trust has been nurtured and built up year after year, as a result of TECH-EVENT providing best-of-breed solutions with performance-oriented features for managing visitors, from exhibitors to VIPs, from journalists to visitors. This quest for superior performance is a must for event organizers, especially when dealing with massive crowds.

Paper and cardboard badges are progressively being phased out, as organizers want more than just basic identification: improved quality, speeding up the visitor registration process, deploying a tiered access control for visitor profiles including VIPs, fighting forgery, automating access control process and collecting data for reporting and updating databases.

Plastic badges have become commonplace as they facilitate the implementation of the above mentioned features while- their overall cost aligns comfortably with that of paper badges. More sturdy and resistant to forgery, plastic cards host more

information, especially if they support RFID, a major market trend over the past few years.

Managing these access badges is, today, a priority for event organizers, as Wahib BENDIB, President of TECH-EVENT, points out: *“We provide organizers with turnkey solutions that enable different registration scenarios and support multiple visitor profiles. This solution brings together an information system, a registration interface that is available online and onsite, technical staff on site, reporting and management tools, card readers and plastic card printers from Evolis.”* This all-inclusive solution optimizes the management and processing of visitors during high-profile events such as the Cannes International Film Festival.

Over time, Event organizers have expressed their satisfaction with regards to the solution’s multiple benefits, including reliability, efficiency and a strong focus on the user. This solution can be used by visitors as a self-service tool, which translates to cost efficiency and flexibility.

TECH-EVENT has selected the Evolis printers for delivering personal visitor badges during large events, a decision based on several criteria: rapid delivery of cards within seconds; premium-quality printing; and sleek printers with great looks. *"We operate a base of 150 Quantum and Pebble machines. We use Quantum to print badges in advance for selected visitors, further streamlining the access scenarios to events, and welcome VIPs in a very personalized way".* The Pebble printers enable visitors to personalize their cards in a self-service way, by printing data – text, images and barcodes – and RFID encoding. The Evolis printers make a substantial difference when it comes to reliability, posting an availability rate of close to 100%. High-volume capacity is the best guarantee of business continuity: this dispenses with lengthy lines and generates tangible savings as a smaller number of technical staff is required on site.

Outstanding performances

Today, hundreds of events worldwide rely on the large array of Evolis printers to deliver badges through a process that adapts itself to the specific requirements of each event: single or dual-sided printing, magnetic, smart card and RFID encoding, printing on demand or in volume, and card feeders that allow the printer to operate autonomously.

Evolis printers also benefit from an extended lifespan. Real-world testing has been carried out to measure the volume of personalized cards delivered by a printer. The result: a record-breaking 2.02 million cards personalized by just one printer, while several other tested printers reached the million bar. With such figures, printer owners can extend their refresh cycle and save on their cash position.

2 Million

This is the volume of badges personalized each year by TECH-EVENT across 100+ events worldwide.



Wahib BENDIB,
President of TECH-EVENT

What is TECH-EVENT's core business?

We design solutions to manage visitors before, during and after large events. We cater to around a hundred events per year in France and Europe, such as the Cartes Trade Show in Paris and the Salon International de la Haute Horlogerie in Geneva.

How do you consider your partnership with Evolis?

There are two key ideas involved, the first of which is reliability. We initiated our partnership to replace our existing printers who were not reliable enough. In the real world, Evolis printers have a failure rate of zero, although such equipment is used very heavily during events: Evolis printers are worry-free! The second key idea relates to Evolis' capacity to keep an ear to the ground and listen to the market. They know how to support us in dealing with business issues, and they attach value to feedback from their partners which is what helps their printers evolve. We have no reasons, whatsoever, to turn our attention to any other vendor

How do you foresee card printing in the upcoming years?

RFID is bound to become a standard, thanks to its abundant benefits and next-generation services it enables. Evolis provides printers with RFID encoders. Another trend is sustainable development which is a priority for many event organizers. We already offer badge recycling, and we are presently considering moving towards reusable cards. With Evolis Tattoo RW, we already have the technical solution.

* Learn more on www.tech-event.net