

Evolis creates waves at the European Masters Water Polo Championships

In June 2013, the city of Budapest, Hungary, played host to the European Masters Water Polo Championships, a six-day event that was home to a record 62 water polo teams battling for medals in the different group competitions. To manage the large number of participants and their multiple profiles, identification badges proved to be the best choice for gaining access to the several pools. These badges are in plastic, and therefore, water resistant. But, mainly, with an **Evolis Zenius printer**, the organizers found a way of swimming along with the huge crowds.

The Challenge

Yoter Publishing Ltd., a Hungarian media company specialized in medical and environmental field, was given charge of organizing this major aquatic sports event hosted by the Hungarian Water Polo Federation and the LEN, the governing body for European water sports. Let's face it, not all high-profile events are immune to safety risks and management issues, and so, Yoter Publishing Ltd. wanted to use a card-based system to control access of all participants through accreditation badges.

Access control proved to be a daunting task as 1,200 badges were expected to be personalized at this event. The first hurdle was to settle on an accreditation badge format that would make for rapid and easy visual identification. It was decided to personalize the badge by adding personal data, a photo and the status of the card holder: coach, competitor, referee, team captain and organizer. Another issue was to support the 10 age and gender category profiles of the competitors. The answer was simple: specific color coding for each profile.

Yoter Publishing asked the participants to submit their personal details and photos in advance, so that the badges could be printed and kept ready for distribution to the participants. Even then, it was expected that badges would be printed in situ. The solution sought by Yoter Publishing, therefore, had to be quick, hassle-free and simple to deploy.



The Solution

Yoter Publishing then called upon the expertise of **Rufusz Computer**, an Evolis distributor in Hungary. They designed a system that brought together various components integrated in a best-of-breed setup: a laptop with the database of the participants, a webcam for picture taking, preprinted cards with different colors ordered from a manufacturer, and a **Zenius printer** from Evolis which acted as the printing engine of this compact yet, powerful infrastructure. Yoter Publishing also used the eMedia CS card design software shipped with Zenius to design badge templates that would perfectly match their requirements. Overall, the card personalization process proved itself very efficient: Zenius would use a preprinted card with the relevant profile color, retrieve data from the database and instantly personalize a badge for handing over to the participant.

The Benefits

With this infrastructure, Rufusz Computer managed to produce 1,000 cards ahead of the event, while the remaining were printed at the pool side, as participants showed up, simply by feeding the database with the person's personal data and capturing a picture using the webcam. Printing quality and durability were key requirements for this project, to withstand the humid environment involved. Zenius delivered on this target, with professional-grade plastic card personalization, available at a low upfront investment. With such benefits, Zenius proved its worth. And Yoter Publishing even decided to standardize on this technology for their other upcoming events.



Evolis Solution: Zenius

Key Facts:

- 1,200+ personalized badges
- 10 card profiles to manage

