

# e-Ticketing Sports Solutions

**Event Management Platform for  
Ticketing and Access Control**





### Our event management platform

Organizing big public events today has become very complex due to the various parameters that have to be taken into account: security of spectators, fight against tickets counterfeiting, fast and secure access control, cashless payments inside the venue and social event experience.

HID Global has developed a complete, modular and customizable platform for sport events management.

A secure RFID tickets (Paper or PVC) fully personalized (in house or on the spot) can be used to access the stadium (using HID Mobile inspection system), to buy food and merchandising inside the venue (thanks to HID cashless system) and to join the Event Community (with the HID Social Extender APP). The platform is cloud based and all the data (Access, eWallet, Social contents) will be reconciliated generating reports and statistics available in real time.

### RFID Tickets & Cards

Secure Paper and Plastic

### Personalization Issuing

System Event Management System

### Inspection System

Access Control System

### Reports & Statistics

Back Office Data Management

### RFID e-Wallet

Micropayments Management during the event

### Social Extender Experience

e-Ticket is the key for an after event experience

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## Personalized RFID tickets

In order to be able to give access to many additional services on top of the simple entrance to the event, the ticket must be electronic. It can be either a smart card or a secure electronic paper ticket.

Its artwork is entirely customized according to the marketing requirements of the event. In both cases, the ticket integrates several security features to prevent from counterfeiting: micro-printing guilloche, hologram guilloche, uv fibers guilloche ...

Besides, an RFID chip is embedded inside the ticket.

## Reports & Statistics

The system can generate real time and post-event statistics such as:

- , Number of gate access
- , Number of access per time slot
- , Number of non-authorized tickets stopped
- , Percentage of access per gate
- , Percentage of access compared to sold tickets

We can also customize the system to get specific data according to the customer's requirements.

## Personalization Center

HID Global completely masters the personalization of the ticket in-house in a secure environment. Our R&D teams have developed a flexible and customizable system to process the data according to the customer's requirements.

The printing of the ticket or the card and the encoding of the chip are managed accordingly. Key management is also completely integrated in-house ensuring the digital security.

A full mailing service to the user is also available.





### e-Wallet service

Smart tickets can be pre-charged with an amount of money before the event and can be used as a wallet inside the venue during the event. The transaction is made using an NFC mobile phone as a POS terminal.

The tickets can be re-charged during the event and the users can check the current status of their account using their smartphones. Reconciliation and balance of account are managed in real time.

The user can, for example, buy the shirt or cap of his preferred sport team.

### Access control management

The access control system developed by HID Global manages access lists (White/Black...):

- Enables control through different equipments (e-gates, mobile phones...),
- Manages security (ex: anti-pass back feature, data decryption using Vsam)
- Facilitates the generation of reports and statistics for an efficient CRM.

Moreover, data monitoring is accessible in real time to guarantee efficiency and security during the whole event.

Access control can be done online or offline.

### Social Extender experience

Smart tickets can remain a marketing tool even after the event.

As the traditional paper tickets, fans can of course keep them as souvenirs. Moreover, they can authenticate the person to give him/her access to a dedicated area of the organization's platform.

The event organizer has thus supplementary opportunities to communicate and reinforce relationship with the fans, offering exclusive and personalized content for instance.

Sponsors of the event can also use this channel to push promotional content.

### Our References



2014 FIFA World Cup™



FIFA Confederations Cup 2013



Italian Football Federation



AFA Argentina



33 Italian Football teams using our solutions



UEFA Champions League 2009 Final in Rome



WBSC Premier 12 Baseball



2018 FIFA World Cup™

FIFA World Cup 2014™

FIFA Confederations Cup 2013™



Baseball Premier 12



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