

CASE STUDY

Pan India Security Summit DELEGATE TRACKING PILOT for its event in India



Providing a security cover along with being able to assess visitor preferences towards particular events and speaker modules; and also to be able to locate them across a vast expanse of delegates participating in the exhibition/conference.

Company:

GMR, Hyderabad, India

Facility: Venue - Hotel Novotel (5-star deluxe hotel)

Challenge:

- Tracking of delegates in real time.
- Access delegates' individual/group preferences towards specific track events.



Event Participation

Proposed Solution:

- Specialised Personna™ tags were provided to several hundred delegates visiting the conference/exhibition hall.
- Each tag contained the unique id to be associated with the individual identity of the visitor, and RFID readers placed across various entry/exit points ensured that the visitor could be tracked in real time.

Realised Benefits:

- Helped track exact delegate location to facilitate business meetings
- Ensured added security cover to the VIPs
- Helped track and analyze delegate preferences towards certain programmes during the event

TECHNOLOGY

Solution:

EPC Gen2 compliant personnel tracking solution

Tag Type:

Personna™ UHF Passive

Reader/Antenna:

Xtenna™ Long Range,
Proximity Xtenna™ Short Range

Read Range:

17 metres (50 ft.), 7-30 cm (3-12 inch)

Method:

Multiple Tracking via Integrated
Reader/Antenna modules

Number of modules: 6

Integration Platform:

RFID Middleware: Xtenna™ Studio

Application: Essen RFID's Delegate Tracking System

Database: SQL Server 2005 Exp. ed.

Tag Manufacturer/Supplier:

EsSEN RFID

Reader/Antenna Manufacturer:

EsSEN RFID

Systems Integrator:

EsSEN RFID

For further details contact:

EsSEN RFID

24-B, Jolly Maker II

Nariman Point

Mumbai 400021 India

www.essenrfid.com