

CASE STUDY

High Profile VIP Summit employs EVENT MANAGEMENT MODULE for its auction night in India



Providing a security cover alongwith being able to offer customized personalized greeting messages across LED screens everytime a VIP guest walks in for attending a sports auction event calls for RFID technology systems to deliver the solution.

Company:

Indian Premier League, Mumbai, India

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

Challenge:

- Tracking of delegates in real time.
- Provide a personalized greeting welcome message on their arrival at the venue.



Event Participation

Proposed Solution:

- Specialised Personna™ tags were provided to several thousand delegates visiting the 5-star hotel venue.
- 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
- Ensured added security cover to the VIPs
- Provided a customized settings message platform to the VIP guests

TECHNOLOGY

Solution:

EPC Gen2 compliant personnel tracking solution

Tag Type:

Personna™ UHF Passive

Reader/Antenna:

Xtenna™ Long Range

Read Range:

17 metres (50 feet)

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

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