



PORSCHE



Global automobile manufacturer deploys for its India launch, a RFID-based DELEGATE TRACKING SYSTEM

Automated tag verification eliminates manual scrutiny of individual entry passes for VIPs

Multiple tags read simultaneously for smooth entry flow

Automatic logging of entry and exit along with reports

Individual courtesy messages and customized sales literature for each invitee



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TECHNOLOGY

Solution:

EPC Gen2 compliant
personnel tracking solution

Tag Type:

Personna™ UHF Passive

Reader/Antenna:

Xtenna Proximity™
Porta™

Method:

Multiple Tracking via Integrated
Reader/Antenna modules

Integration Platform:

RFID Middleware:

Xtenna™ WebToolkit
Xtenna™ Studio

Application: Essen RFID's
Delegate Tracking System

Database: SQL Server 2005 Exp. ed.

Tag Manufacturer/Supplier:

Essen RFID, with US based chip inlay

Reader/Antenna Manufacturer:

Essen RFID, with US based module

Systems Integrator:

Essen RFID

For further details contact:

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CASE STUDY

KEY REQUIREMENTS:

Porsche is a leading global automobile manufacturer with a well deserved reputation in motor-vehicle technology and design. For the India launch of its latest high-end luxury model, the company along with event organizers CAB, required an automated delegate management and tracking system for their invitees.

Main challenges:

- An automated system was needed that did not require scrutinizing individual invitation entry ID passes, since the invitees were VIPs and could cause some embarrassment as well as delays.
- Recognizing the arrival of individual invitees at the venue.
- Instant notification to organizers of a particular invitee's arrival at the venue so that he could be welcomed individually.
- Sending welcome and thank-you messages to each individual invitee on arrival and departure.
- Automatically log the IN and OUT time of each invitee, in order to ascertain the time spent and interest shown by each invitee at the event.

SOLUTION:

Essen RFID provided their RFID-enabled Delegate Tracking System that deployed RFID tags embedded within each invitation entry ID passes to log event attendance, track their entry and exit at the venue and provide them individual attention and service. These RFID ID tags would be tracked through RFID portal readers placed at the entrance/exit doorway of the venue.

IMPLEMENTATION:

A PERSONNA™ RFID tag is issued and embedded within each invitation entry ID pass. A pair of Porta™ RFID portal readers are positioned at the entrance/exit doorway of the event venue. A Xtenna Proximity™ reader device is used to register the tags into the database.

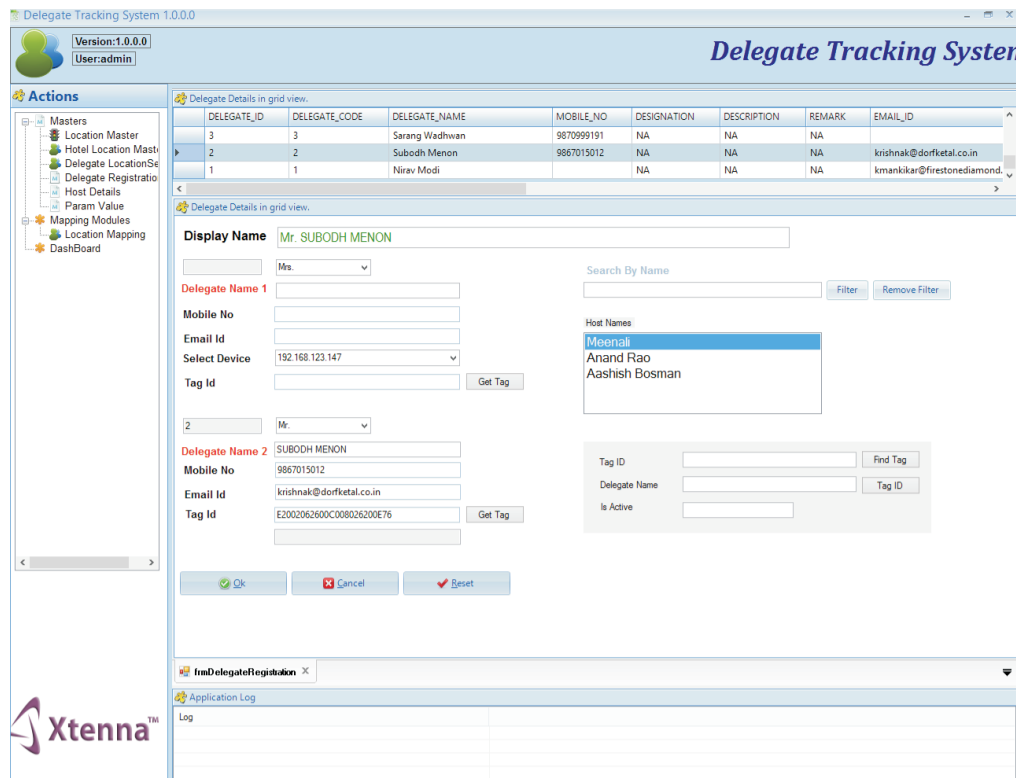
The Delegate Tracking System uses SQL Server as the back-end database.

WORKING:

1. Persons being invited for the event are registered into the database along with their relevant personal details such as their name, email ID, mobile telephone number, etc. A PERSONNA™ tag is associated with this data and embedded within an invitation entry ID card. This tagged ID card is issued and sent to each invitee and constitutes a non-transferable unique invitation to that person.



CASE STUDY



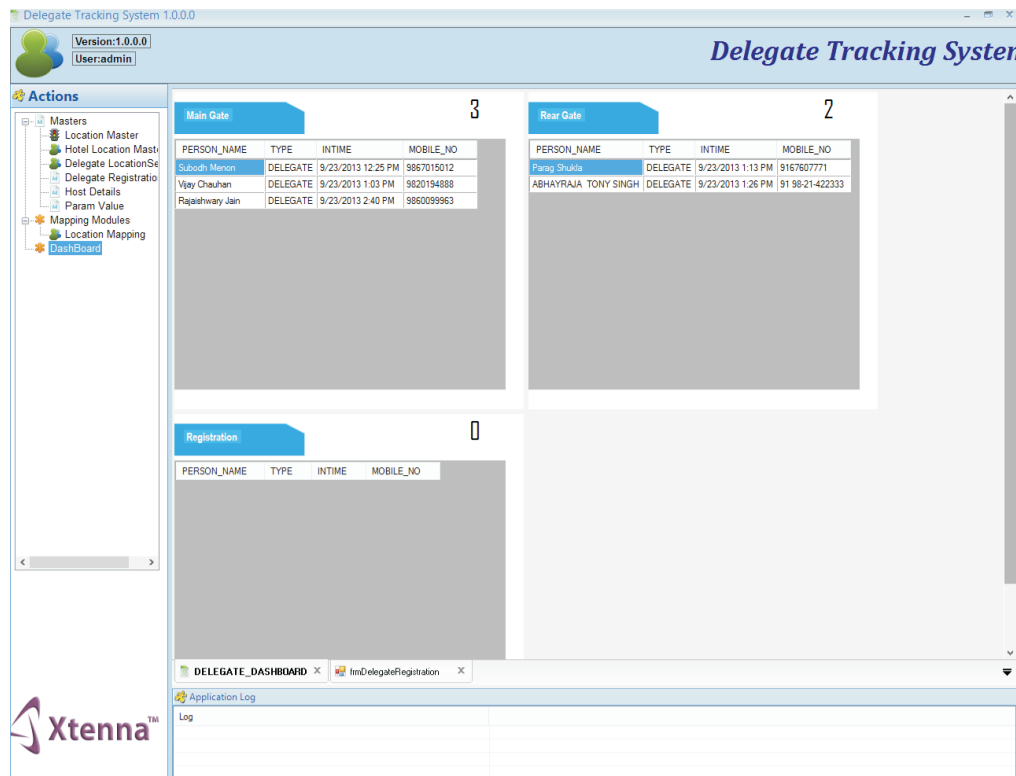
DELEGATE_ID	DELEGATE_CODE	DELEGATE_NAME	MOBILE_NO	DESIGNATION	DESCRIPTION	REMARK	EMAIL_ID
3	3	Sarang Wadhwan	9870999191	NA	NA	NA	
2	2	Subodh Menon	9867015012	NA	NA	NA	krishnak@dorketal.co.in
1	1	Nirav Modi		NA	NA	NA	kmankikar@firestonediamond.com

- At the event, invitees entering the venue will have to carry these RFID-based invitation entry cards as personal identification.
- A pair of PortaTM RFID portal readers are positioned at the entrance/exit doorway of the venue. These automatically read the tag on each invitee's entry card, display his name on the welcome screen, log the IN time and send a SMS to the event host. This enables the host to instantly know who has arrived.
- The event host gets real-time information about an invitee's arrival and immediately sends a senior person or himself comes to attend to the VIP invitee.
- When the invitee leaves the event venue, the PortaTM at the exit doorway reads the invitee's ID tag once again, logs the OUT time into the system and sends him a thank-you message.
- These IN and OUT timings for each invitee provide the system with the total time spent by the individual at the event venue, thereby enabling the host to assess the level of interest of each invitee for the newly launched vehicle.





CASE STUDY



7. The system generates an event report for the host consisting of each invitee's IN and OUT timings, message timings, and the total time spent at the venue.
8. As the invitee leaves the venue, the host can also optionally send him an email containing an electronic copy of his contact details, catalogues, sales brochures and feedback form. This avoids burdening the invitee with having to carry bulky physical catalogues back with him.

BENEFITS:

- Using RFID tagged cards as entry passes enables automated logging of invitee's attendance into the tracking system without requiring the person to display the entry pass to security.
- The portal reader reads multiple tags simultaneously, allowing smooth entry flow at the venue.
- Instant SMS to host on invitee's entry enables personal attention to VIPs.
- Individual courtesy messages to each invitee.
- Tracking IN and OUT movement of the invitee enables evaluation of his level of interest in the launched product.
- Automated emailing of product pamphlets, etc. to individual invitees based on their preferred product interest.



CASE STUDY

LINKS:

Hardware:



Tags:



Software:



Reference Example:

<http://www.essenrfid.com/Mailer/persontracking-flash-demo.pdf>