

Access Control Solutions

Mobile ticketing Visitor registration



ABOUT BREAD AND BUTTER

Bread & Butter GmbH organizes one of the leading fashion fairs in the world. The "tradeshows for selected brands" in Barcelona and Berlin attract more than 80.000 trade visitors.

INTEGRATOR

Connect IT is an experienced consulting and software service provider.

HARDWARE

Opticon has been successful in developing, producing and selling Auto ID solutions for over 30 years.

FEATURED PRODUCT: OPL9723

Key OPL9723 features for this solution:

- Large storage capacity
- Fast and accurate scanning
- IrDA communication interface
- Integrated real-time clock

INTRODUCTION

Bread & Butter GmbH organizes one of the leading fashion fairs in the world. The "tradeshows for selected brands" in Barcelona and Berlin attract more than 80.000 trade visitors. To make sure that the fairs are only accessible for trade visitors, each visitor has to register before obtaining a personalized fair ticket.



RELATED PRODUCTS



OPL9724



OPL9725

CHALLENGE

A record breaking number of 82.837 trade visitors registered for "Bread & Butter" in Barcelona 2007. This large number poses a great challenge for the exhibitors to fully record all booth visitors, since lead generation is one of the most important goals for each exhibitor. These contacts need to be recorded quickly and accurately. This however was not always an easy task since booth visitors left often too quickly to be asked for their company cards or other cards got lost. After the event, all obtained company cards or documented contacts had to be edited and processed carefully.

SOLUTION

To master this task, Bread & Butter GmbH has created a successful tool with the OPL9723, a data collector of Opticon. In combination with the software-application developed by Connect IT, an easy to handle and reliable system was created that allows exhibitors to record all booth visitors, even when the visitor frequency is at a peak.

QUICK REGISTRATION

All exhibitors received an OPL9723. With this device they could scan the barcode ID-badge of their booth visitors. The data collectors were read out by the fair company. At the end of the event, each exhibitor received a compendium with all contact information of his booth visitors, including date and time.



The OPL9723 is an optimal solution for this application. It is lightweight, easy to use and programmable and therefore an ideal tool for the use in busy (fair) environments.

Mr Leuschner, head of IT at Bread & Butter GmbH, said: "The OPL9723 is a self-explaining tool that needs only a very short instruction time - thanks to only three buttons. This is of great importance to the user, especially in such a fast-paced business like the fashion industry."

**"Some exhibitors
registrate up to
2500 badges per
day with a single
OPL9723"**

