



Event Management System

WHITE PAPER



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INTRODUCTION

Sports, entertainment and event planning companies invest great efforts and large amounts of money into organizing events that are aimed to bring awareness, sell products, educate the audience or just entertain the crowd. However, using current methods such as scanning a barcode on a wristband, or a ticket at the door, leaves a huge opportunity untapped.

Once the attendee, visitor or fan leaves the door and is accounted for, he (or she) is “lost” to the organizer. There is no way to find out where this visitor went, what he did, what he was interested in, what he purchased and no option to view, summarize and act on this data. This is where RFID4U’s Event Management System comes in.

RFID4U’s Event Management system is a customized, automatic data collection application that uses RFID-enabled wristbands, tickets and credentials to streamline access control, while generating real-time updates on customer activity inside the venue.

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1. SOLUTION OVERVIEW

Event Management System (ETS) consists of a cloud-based **Home System** (built on RFID4U's TAGMATIKS Sensory Adaptive Network Software Platform) and **Mobile Application** (for an iOS or Android smart phones). The cloud-based **Home System** provides the overall management and control of the application, the data repositories, dashboard and reporting.

The Mobile Application captures and manages data on the go. The historical transaction data is, automatically, downloaded to the iOS or Android device so the field personnel have access to all the field data.

Hardware

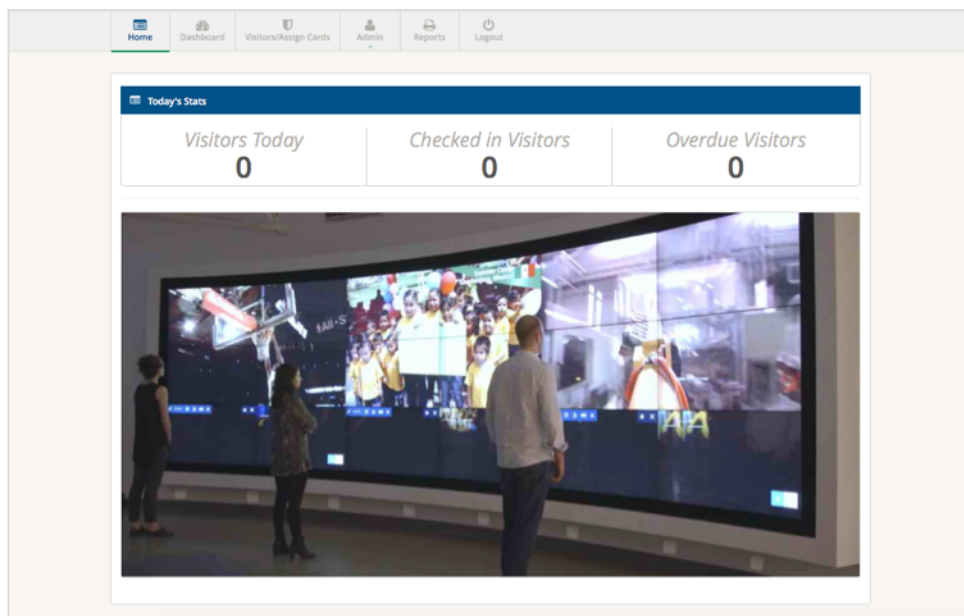
The system uses UHF RFID tags embedded in labels or badge cards. UHF RFID reader portals are placed at entrances, exits, doors, tourniquets, kiosks, podiums and other places. The read stations can be also embedded or attached to architectural elements, stands, bars, desks or shelves. An RFID printer/encoder or RFID handheld scanner is used for tag/card issuance.

2. HOME SYSTEM

The cloud-based Home System can have many options, but the most basic include the Main screen, Dashboards, Card Assignment, Admin and Reports.

Main Screen

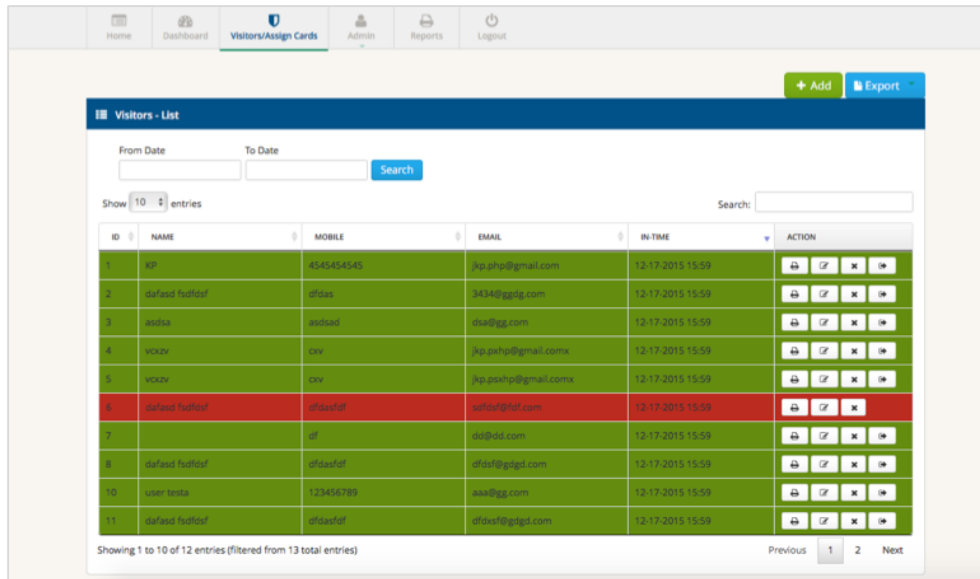
The main screen of the system is customizable and can feature various types of dashboards. It can be an overview screen of the whole event, overview of the day or specific event data. This screens provides most important information in a quick glance. The Dashboard can be accessed through the main menu and exported to an Excel or PDF file.



Visitors/Assign Cards

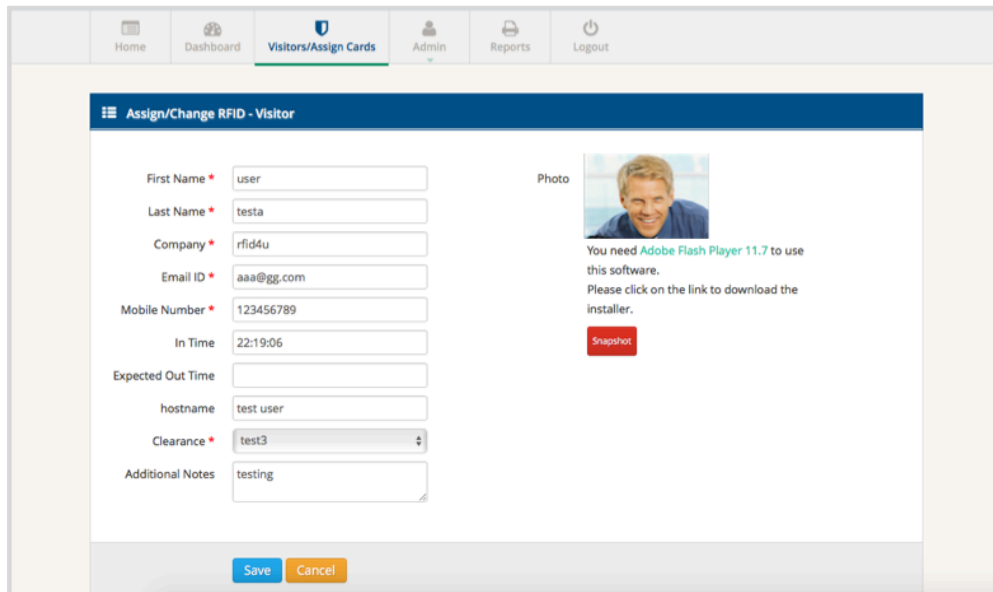
The capability to manage Visitors and Assigned RFID cards (tags) is provided on the Visitor/Assign Cards screen. This screen also provides a complete list of visitors that can be filtered by date, searched or sorted by ID, name, mobile number, email or time checked-in or any other parameter desirable.

The data captured for each visitor is also customizable. Most often visitor data include name, address, phone number, as well their assign access control level or clearance. The system also allows to directly print a badge, take a photo, group or delete a visitor.



The screenshot shows the 'Visitors - List' interface. At the top, there are navigation tabs: Home, Dashboard, Visitors/Assign Cards (selected), Admin, Reports, and Logout. Below the tabs, there are '+ Add' and 'Export' buttons. The main area contains a search section with 'From Date' and 'To Date' input fields and a 'Search' button. Below the search is a 'Show 10 entries' dropdown and a 'Search:' input field. The main content is a table with the following columns: ID, NAME, MOBILE, EMAIL, IN TIME, and ACTION. The table contains 11 rows of data. The 6th row is highlighted in red. At the bottom, it says 'Showing 1 to 10 of 12 entries (filtered from 13 total entries)' and has 'Previous', '1', '2', and 'Next' navigation links.

ID	NAME	MOBILE	EMAIL	IN TIME	ACTION
1	jp	40404040	jp.aaa@gmail.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
2	dfasdf fadsdf	dfasdf	dfasdf@gggt.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
3	asdfa	asdfad	dfad@gg.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
4	cvx	cvx	jp.aaa@gmail.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
5	cvx	cvx	jp.aaa@gmail.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
6	dfasdf fadsdf	dfasdf	dfasdf@gg.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
7	df	df	dfad@gg.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
8	dfasdf fadsdf	dfasdf	dfad@gggt.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
10	user testa	123456789	aaa@gg.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]
11	dfasdf fadsdf	dfasdf	dfad@gggt.com	12-17-2015 15:59	[Print] [Photo] [Group] [Delete]



The screenshot shows the 'Assign/Change RFID - Visitor' form. At the top, there are navigation tabs: Home, Dashboard, Visitors/Assign Cards (selected), Admin, Reports, and Logout. Below the tabs, there are 'Save' and 'Cancel' buttons. The form contains the following fields: First Name (user), Last Name (testa), Company (rfid4u), Email ID (aaa@gg.com), Mobile Number (123456789), In Time (22:19:06), Expected Out Time (empty), hostname (test user), Clearance (test3), and Additional Notes (testing). There is a 'Photo' section with a placeholder image and a message: 'You need Adobe Flash Player 11.7 to use this software. Please click on the link to download the installer.' Below the message is a 'Snapshot' button.

Admin

The Admin screen is used for managing all the aspects of the system background. It allows to add and remove system users and edit their credentials, manage the RFID devices, such as readers and printers, and import the RFID tag/card numbers.

The screenshot shows the 'Add/Remove Permissions to super_admin' screen. The interface has a blue header with navigation links: Home, Dashboard, Admin, Users, and Super Admin. The main content area is divided into sections for different system components, each with a list of permissions and checkboxes:

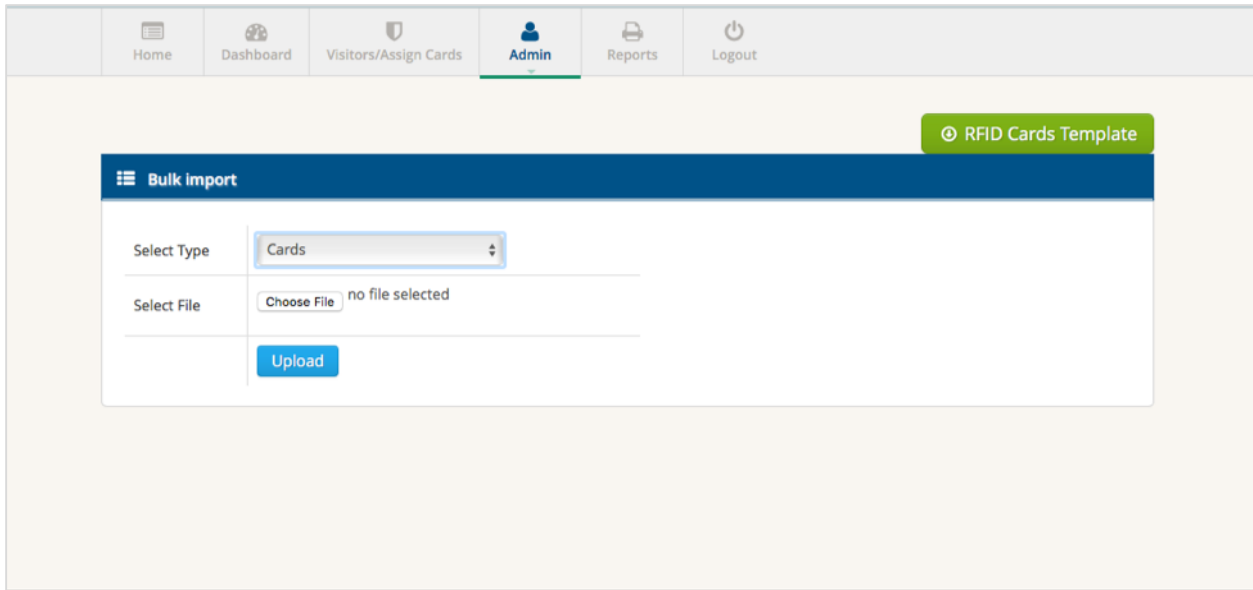
- Campus:** campus-list, view-campus, create-campus, edit-campus, delete-campus
- Users:** user-list, view-user, create-user, edit-user, delete-user, change-password
- Students:** student-list, view-student, create-student, edit-student, delete-student
- Locations:** location-list, view-location, create-location, edit-location, delete-location
- Student-dashboard:** view-student-dashboard
- Roles:** role-list

An orange 'CANCEL' button is located at the bottom right of the screen.

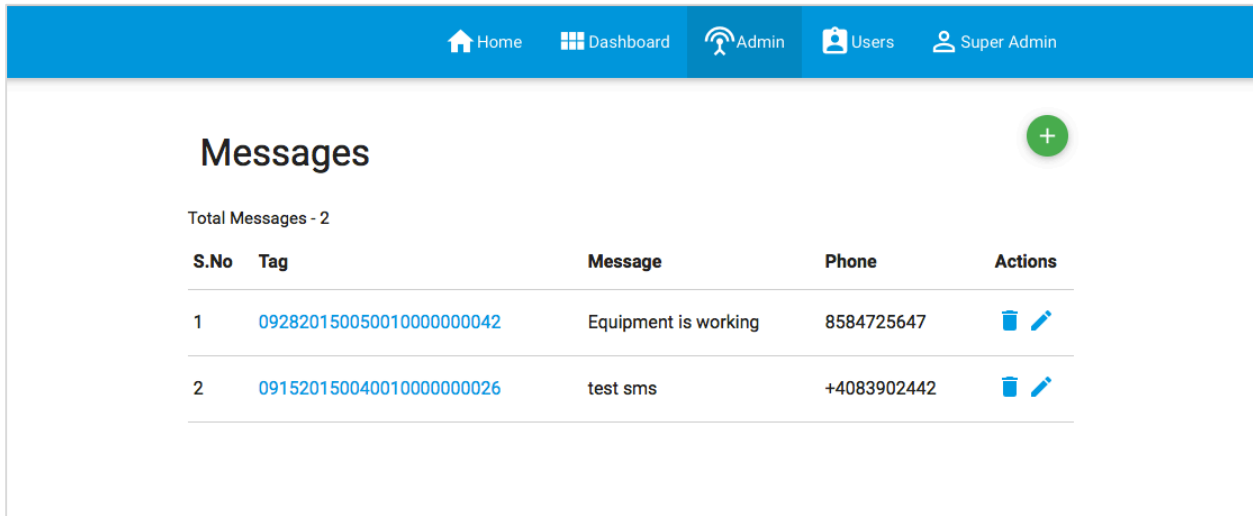
The screenshot shows the 'Devices - List' screen. The header includes navigation links: Home, Dashboard, Visitors/Assign Cards, Admin, Reports, and Logout. There are '+ Add' and 'Export' buttons in the top right. The main content area features a table with the following columns: READER NAME, IP, PORT, MANUFACTURER, READER MODEL, CREATED, and ACTION. The table contains four rows of data:

READER NAME	IP	PORT	MANUFACTURER	READER MODEL	CREATED	ACTION
Reader 1	3434	9090	abc	11		
Reader 2	3434					
Reader 3	f3432412					
Reader 4	434234					

Below the table, it says 'Showing 1 to 4 of 4 entries' and 'Previous 1 Next'.



The system can also provide alerts sent directly to a cell phone in form of a text message.



Location Tracking

One of the features of the system can be also location tracking. This feature is especially important for visibility into various company or event locations. The location will be simply another attribute assigned to the visitor and displayed on a dashboard.

Campus List

- RFID4U Test Campus**
 - No. of Students : 9
 - New : 3 Active : 6 Onsite : 0
- East Coast Academy**
 - No. of Students : 108
 - New : 0 Active : 108 Onsite : 0
- West Coast Campus**
 - No. of Students : 2
 - New : 0 Active : 2 Onsite : 0

RFID4U Test Campus East Coast Academy West Coast Campus **Reset**

RFID4U Test Campus All Locations All Grades

09-18-2015 12-17-2015 All Tag Types

Total Record(s) : 20 Page Size : 10 **DOWNLOAD XLS** **DOWNLOAD PDF**

S.No	Student Id	Campus	Grade	Gender	Location	Tag Type	First Seen	Last Seen	
1	38	RFID4U Test Campus	3rd Grade	Male	Test	Band	11-02-2015 08:31:07	11-02-2015 08:31:07	
2	26	RFID4U Test Campus	Pre K	Male	Test	Band	10-06-2015 12:14:42	10-06-2015 12:14:42	
3	26	RFID4U Test Campus	Pre K	Male	SD_Stairwell_1	Clip	10-05-2015 14:00:31	10-05-2015 14:00:31	
4	26	RFID4U Test Campus	Pre K	Male	SD_Stairwell_1	Band	10-05-2015 14:00:07	10-05-2015 14:00:07	

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3. BENEFITS

Using RFID technology for Event Management supports direct marketing activities and lead generation product sales. If you know where your visitors spend the most time, what they are doing there, which product they are touching or using, which areas they are walking through, it can provide valuable insights into the person's behavior and allows you to target them with opportunities and products they would find interesting and useful.

RFID enabled tickets also reduce counterfeit tickets, due to easy authentication and alerts on duplicates, while providing time and cost savings through improved efficiency. RFID tickets reduce the need for check-in personnel and are perfect for access control as well as customer access to privileges or cashless payment.

Where can this system be used?

- sports venues
- races
- music venues
- art exhibits
- conferences
- membership club

- college campuses
- business campuses

