



December 2018

## RFID Events Services. A Case Study

### High Security, Dynamic Access Control System

Event:- Toyota Motor Manufacture. New Model Presentation Event

Client:- Jack Morton Worldwide. A Multinational Brand Experience Agency.

Venue: Bella Center. Copenhagen.

#### The Brief

Access Control into the High Security Section must be 100%.

#### The Challenge

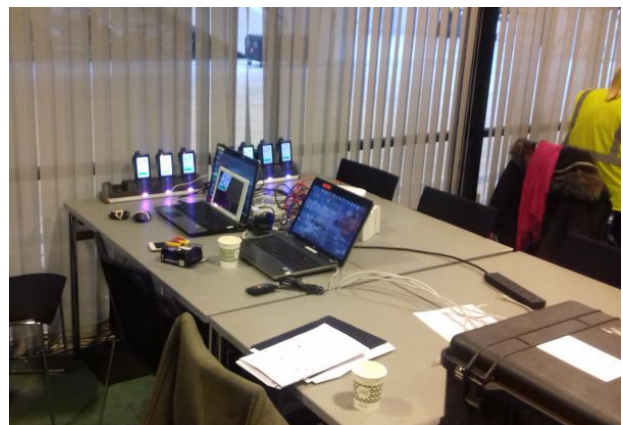
A constant worry experienced by a Major Japanese Motor Manufacturer is security at showcase events where a selected few are invited to view new models and designs that are on display.

It is vital that no unauthorized personnel gain access to areas that contain the pre-launch models but at the same time the system must be flexible enough for authorized personnel to be added to the system.

#### The Solution

The brief from the client was for photographs of all personnel to be taken at registration and issued with a personalized RFID Wristband that clearly shows their name printed onto the Wristband.

On arrival at the restricted areas security staff, issued with RFID/WiFi PDAs, scanned the RFID Wristband. The PDA then queried the central database over the local wireless network. The Database then checks the UID of the RFID Wristband and looks up the relevant records. The database then sends back to the PDA a green light to authorize the wristband, the name of the





individual and their photo. The name on the Wristband and the photo had to match to gain access.

The scanning process takes less than a second. Any individuals that did not have their photo taken at registration were turned away and would not be authorized for access until their photo had been added to the database.

Any RFID Wristbands that were lost or removed over the ten day period were replaced. The process of replacement did not require another photo was taken as the image resides on the database. Also, the obsolete RFID Wristband is automatically removed from the database.



### The Result

With every staff member issued with a personalised RFID Wristband security staff safely checked all personel gaining access to the restricted areas. Several of the staff authorised access were turned away as the scanner did not show their image. This ocured where staff had overlooked the requirement for a photo at registration so they had to return and have their picture taken using a webcam attached to a laptop.

Several individuals were turned away as their credentials did not match.

The final outcome revealed that not a single person gained access to the three restricted areas who were not authorised to do so.

The solution saved time and resources, introduced efficiencies and substantially improved security as each individual was accounted for and monitored whilst on site. In addition a detailed report was generated that provided a detailed record for the Customer of all personell authorised to access the restricted areas. This formed a vital element of the post event analysis and a documented record for any queries or disputes.

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