

Formula 1 Tickets by GERA-IDENT

Date: 09-10-2008 03:55 PM CET

Category: [IT, New Media & Software](#)

Press release from: [GERA-IDENT GmbH](#)

Agency: **GI PR Solutions**

RFIDEA, the RFID solution specialist for identification and traceability, has been selected by the organizers of the 2008 BELGIAN F1 GRAND PRIX to implement a global secured access solution for all 300,000 expected visitors. GERA IDENT was RFIDEA's preferred partner for the production and supply of the 300,000 RFID tickets.

GERA-IDENT used one of the most modern Bielomatik conversion equipment within its manufacturing facilities located in Gera-Liebschwitz. Technically speaking, the RFID inlays (with embedded RFID microchips) have been laminated into two pre-printed special paper components. Those pre-printed tickets were then sent to RFIDEA to be encoded.

Each ticket in which the chip had been pre-programmed included unique information related to the type of authorized access in the ticket. Security officials equipped with a PDA scanned every visitor's RFID-tagged entry ticket upon entry. The information was then wirelessly uploaded to a secure network server acting as the event's real-time management control system.

According to Francois Detraux, RFIDEA project manager, the tickets are a very critical part of the solution. The quality, shipments and further processing of the tickets were excellent. GERA-IDENT proved to be a very good partner.

The high reliability, security, simplicity and fluidity of the solution were highly appreciated by both the organisers and the visitors. RFIDEA's solution, including GERA-IDENT's tickets can now be adapted to any event such as tennis, golf, football, music festivals, concerts, etc.

GERA-IDENT manufactured a total of 300,000 tickets for the Grand Prix in Belgium. The conversion equipment can produce up to 60 million tickets, tags or labels annually. Apart from manufacturing tickets for big events, GERA-IDENT has also produced RFID labels for logistic applications as well as document management and anti-counterfeiting.

GERA-IDENT is an auto-ID company with its main focus on RFID technology. It is specialized in passive RFID, especially HF (13.56 MHz) and UHF (860-960 MHz). GERA-IDENT is made up of not only consultants and integrators but also of developers and manufacturers of application focused products.

Core markets are divided in laundry/textiles, logistics, ticketing and document/asset management. The business segment of GERA-IDENT is composed of services as well as development and manufacturing in the field of auto-ID, primarily passive RFID. The company pays exceptional attention to customer satisfaction and the quality of its products. Conformity to current industry standards as well as highly qualified and frequently trained personnel guarantee high quality standards. Of prime importance is the tailoring of the RFID technology to each individual client's requirements.

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