

SUCCESS STORY



SIMPLIFYING ENTRY TO TRADE FAIRS WITH SELF-SERVICE TERMINALS

The success of a professional event is highly dependent on the quality of its visitor marketing. The organizers of conferences and trade fairs need effective solutions to manage visitor registration, access control, and badge creation. Specialized in managing arrivals, French company LENI has had great success with its self-service terminals that reduce waiting times.

A leading French company in the short-term hire of IT and office equipment and the management of visitor arrivals, LENI has been deploying several hundred Evolis plastic card printers, linked to a network and run by software developed by LENI for the production of visitor badges, for more than 10 years. Regular feedback from clients who wish to improve the management of visitor flows and the high cost of temporary staff has led the LENI teams to consider a self-service terminal solution.

TERMINALS MADE IN FRANCE

In collaboration with K2Corp, a French manufacturer of interactive terminals, LENI proposed this new solution to all its clients in 2016. Today, LENI owns 10 terminals. They are regularly installed at the entrance of trade fairs in France.

Depending on the client's specifications, the terminal can include a payment point, an RFID reader, and a barcode or QR code reader. In addition, all the terminals include an Evolis KC200B print module for plastic cards capable of producing various badges depending on the visitor's profile. The organizers of Première Vision, the global event for fashion professionals, tested it out for the first time in 2016 and were very satisfied with the reliability and speed of the terminals. Visitors can choose to pay their entry fee at the welcome desk and have their badges printed by an attendant, or carry out the entire process on their own in just a few seconds on the self-service terminal. In both cases, the single-sided monochrome badges are personalized with Evolis systems and display the name and company of the visitor, as well as a barcode. More than 35,000 badges were issued for Première Vision 2016.

- **CHALLENGE**
Self-service printing of visitor badges
- **MARKET**
Events
- **APPLICATIONS**
Visitor badges
- **EVOLIS SOLUTION**
KC200B

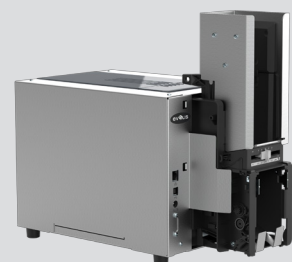
GROWING DEMAND IN THE EVENTS INDUSTRY

K2Corp delivered 25 additional terminals in 2017 to expand LENI's stock and respond to growing demand from customers in the events industry. This additional model is particularly well suited to free events or events for which visitors have already registered online.



« Self-service terminals allows event organizers to reduce costs and better service their customers. »

Laurent Ruchaud,
Head of operations, LENI





CLIENT TESTIMONIAL

Laurent Ruchaud, Head of operations, LENI

WHY DID YOU CHOOSE THE K2CORP AND EVOLIS SOLUTIONS?

To maintain our leading position in the events industry, it is important for us to offer a solution that is truly user-friendly, with cutting-edge technology. We chose K2Corp et Evolis as partners because they are benchmark suppliers in their respective sectors, recognized for the quality of their products and the support they offer both during and after sales.

HOW DO YOU SEE THE FUTURE OF VISITOR MANAGEMENT?

We have seen strong demand for self-service terminals from event organizers because it allows them to reduce costs and better serve their customers. Mobile applications will no doubt play a role in future for visitor registration, but I think that plastic badges will remain the best tool for identifying visitors and securing access points. There will always be a need for exhibitors to identify their visitors at a glance thanks to a badge.

Find out more: <http://www.leni.fr/>

TECHNOLOGY

Print modules for the KC200 and KC200B self-service terminals

The print modules for the KC200 and KC200B self-service terminals from Evolis are particularly compact and have been designed to enable easy integration into interactive terminals. Each one has a 200-card feeder. Manual insertion is also available for the KC200B module, which is fitted with a bezel.

The modules can print single or double-sided plastic cards. In their standard version, KC200 and KC200B are equipped with a magnetic strip encoder, but they can optionally be provided with encoders for contact or contactless chips.

The Evolis Premium SDK software suite allows users to include these modules in their own applications and manage them either through a local network or the cloud.

