

B U S I N E S S   S O L U T I O N S



E N T E R T A I N M E N T



## Facing Tough Challenges

Whether watching a film, attending a trade show or visiting an amusement park, the entertainment industry has been there to make us laugh, cry and smile for decades. Around the world, this industry continues to grow regardless of the economic conditions, because amusement is an essential part of life. Technology has always been an integral part of what makes the entertainment industry 'larger than life,' yet it is just beginning to realize the benefits of bar code scanning.

Today, entertainment venues and events must be equipped with bar code readers to ensure fast and efficient guest admissions. From automated ticketing terminals on a cruise ship to outdoor admissions at a ski resort, it is important to choose a scanning solution that can accommodate different environments and ticketing scenarios. During admissions, bar code readers can also provide security at access control points through real-time guest tracking, ticket validation and crowd control.

Always on the cutting-edge of technology, the entertainment industry can gain additional benefits from investing in bar code readers that are able to read symbologies from mobile devices. This feature is critical in order to support mobile ticketing programs, which extends services for guests and improves customer satisfaction. Aside from mobile ticketing, these readers enable participation in mobile marketing programs to improve customer engagement and increase sales with fewer costs.

## Top Data Collection Challenges for Entertainment Venues:

- Guest Tracking and Ticket Validation
- Harsh Outdoor Conditions
- Integrating Mobile Ticketing and Marketing
- Minimizing Customer Wait Times
- Security at Entrance Points
- Successful and Easy Integration of AIDC Technologies

Additionally, entertainment venues and events typically offer guests a place to purchase goods. This is an excellent way to increase profits; however, this additional service requires fast transactions and proper tracking of merchandise. Bar code readers are the perfect solution to automate the point-of-sale (POS) system at gift shops and concession stands. Bar code readers can also automate the age verification process to protect employees from selling age-restricted goods to minors.

## Things to Consider

**Security at Access Control Points:** A proper access control solution is critical for security efforts, especially if the entertainment facility is designed with multiple points of entry to streamline guest admittance. Large-scale entertainment facilities such as theme parks or sporting events are often designed with multi-point admission systems; however, it can be challenging to control crowds without slowing down the ticketing process.

Fortunately, the automation benefits of bar code scanning do not come at the cost of security. In reality, bar code readers provide more control by validating tickets to ensure the right guests are admitted. Furthermore, large events often require a real-time log of guest admittance, such as on a cruise ship to ensure all passengers are on board before departure. By using a bar code system, data will be instantly uploaded to a host system and synchronized with data from other points of entry for comprehensive guest tracking and security.

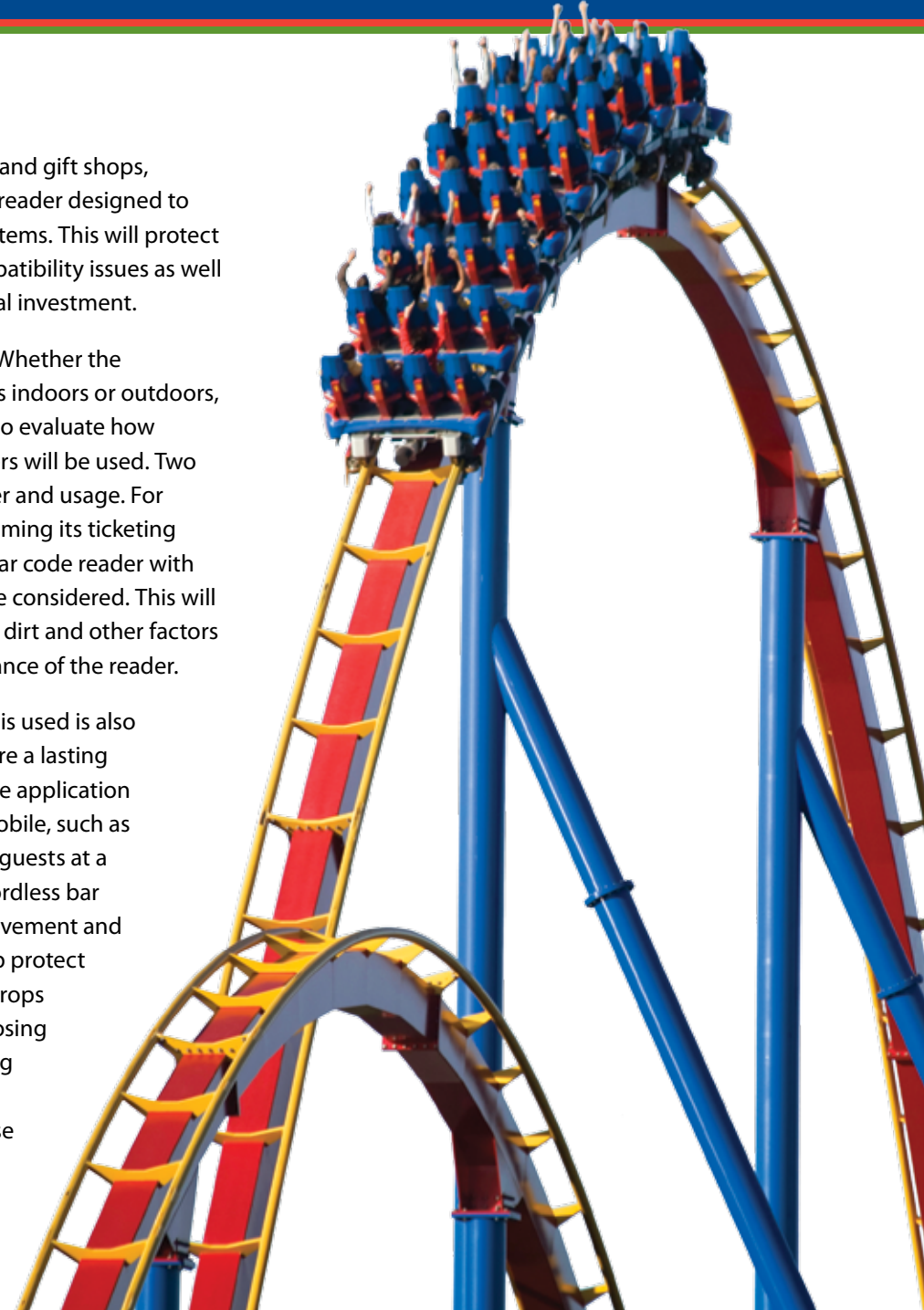
**Infrastructure and System Integration:**

Entertainment venues and events are loaded with technology to enhance the guest's experience. It is not only critical for bar code readers to be part of this overall IT system, but for the readers themselves to be compatible with existing technologies in order to work properly. For instance, the host system needs to be correctly connected to the bar code readers and often pre-loaded with the ticket database as well as with the list of the bar codes to be read in order to achieve real-time ticket validation.

In terms of concession stands and gift shops, consider selecting a bar code reader designed to work with a variety of POS systems. This will protect the business from future compatibility issues as well as increase the ROI of the initial investment.

**Environmental Conditions:** Whether the entertainment venue operates indoors or outdoors, it is important for businesses to evaluate how and where the bar code readers will be used. Two key considerations are weather and usage. For instance, if the venue is performing its ticketing or retail functions outside, a bar code reader with ruggedized features should be considered. This will protect the scanner from rain, dirt and other factors that could affect the performance of the reader.

The way in which the scanner is used is also important to consider to ensure a lasting investment. For instance, if the application requires the operator to be mobile, such as when selling goods to seated guests at a theatre or sporting event, a cordless bar code reader would enable movement and rugged mechanics would help protect the product from accidental drops and misuse. Additionally, choosing a bar code reader with imaging technology will improve the reliability of the device as these readers feature a solid-state design (*See Robustness*).



## Fun Facts

According to wikianswers.com, the average person spends approximately one hour each day waiting in line. This equals about 2 to 3 years in a lifetime! Free your customers by investing in bar code scanning technology for quick and easy ticketing. Not only will this help accomplish business goals, but automated ticketing with faster lines will have a positive impact on the customer's overall experience.



## Ticketing

An efficient ticketing system at each point of entry is essential in order to validate tickets, direct guests into the next area and provide security. Although many small to medium size venues use manual ticketing systems, where an employee visually validates each ticket, an automated ticketing system supported with bar code readers will ensure many benefits for the business, customers, and employees at a relatively low cost.

Automated ticketing operations can be performed via ticketing terminals with integrated OEM scan engine modules, similar to the type of terminals used in retail for price checking. Ticketing can also be accomplished with corded or cordless handheld bar code readers operated by employees positioned at specific guest entrance points.

**Bar Code-Based Ticketing Systems:** The type and size of an entertainment venue or event typically determines the type of ticketing system required. For instance, unattended automated ticketing terminals or kiosks are the perfect large scale solution for sporting events, concerts and theme parks, where productivity and speed of service is a must to reduce wait times. Datalogic Scanning's Magellan™ 1100i on-counter presentation scanner and Gryphon™ FS4100 OEM scan engine modules are specifically designed for integration with unattended solutions (such as a kiosk) where fast, intuitive reading performance is imperative.

When customer service and experience are the highest priorities for the entertainment facility, a ticketing system using an operator and a bar code reader at each point of entry is often the best solution. This system enables personal interaction between the operator and guests and provides an additional opportunity for guests to ask questions before moving into the event while their ticket is simultaneously validated (scanned).



For stationary scanning, a corded handheld reader or fixed presentation scanner attached to a podium is the perfect solution. If ticketing operations call for operator mobility, a cordless reader should be used. Datalogic Scanning's PowerScan™ and Gryphon™ series of bar code readers are designed for both stationary and mobile ticketing systems.

These readers offer a backlit display screen with a keypad for two-way communications with the host system in dark environments, such as those found in museums or theatres. Businesses can also take advantage of unique applications that provide valuable information directly through the scanner.

**Business Benefits:** Businesses will benefit from the reduction in the amount of time required for service by using an automated ticket system. The ability to speed up admittance will positively impact employee productivity and increase ticket sales and profit. With the ability to keep a real-time log of guests, businesses will also improve crowd control and prepare for future events with traffic forecasting.

Additionally, bar code readers support the latest ticketing fulfillment technologies using e-mail and mobile devices, also known as *mobile ticketing*. This allows businesses to expand ticketing options for customers, while eliminating the opportunity for ticket fraud and 'double entry' through ticket validation. This alternative ticketing method is now becoming the mainstream approach to ticketing due to advancements in mobile commerce and successful online ticketing companies (*See Mobile Programs*).

**Guest Satisfaction:** When it comes to attending an entertainment activity, the last thing anyone wants to do is wait in line. In fact, lines have become such a deterrent for guests that many people choose to pre-purchase their tickets rather than waste time waiting at the box office. By using an automated ticketing system with bar code readers, guests will experience an expedited admission process, and may bypass lines completely, which undoubtedly increases satisfaction and sets a positive tone for the rest of their experience.



## Mobile Programs

**Mobile Marketing**, or the use of a mobile device (cell phone, PDA or smart phone) for marketing communication, promotion or advertising, has changed the way customers interact with businesses. With over 3 billion active mobile phone users worldwide and 10 times as many consumer access points as the wired Internet, this new form of marketing opens two-way communication channels for companies to directly engage and build trusted relationships with customers faster, better and with fewer costs than ever before.

Related to the trends of mobile marketing, **Mobile Ticketing** is a process whereby customers can order, purchase and obtain tickets from any location and at any time using a mobile device. This ticketing style is advantageous for entertainment businesses as it reduces the production and distribution costs connected with traditional paper ticketing, while increasing convenience for customers by providing new and simple ways to purchase tickets. By supporting mobile ticketing, businesses typically experience an increase in revenue by increasing accessibility to tickets and decreasing infrastructure costs.

Generating mobile campaigns to sell tickets, communicate loyalty programs or new promotional offers as part of a CRM (Customer Relationship Management) program is easy. After the program is designed, customers simply send an SMS (Short Message Service) message containing a short code to a specific service number to sign up.

A return message will then be sent back to the customer containing the offer or ticket and, of course, a bar code. With these programs, customers will have instant access to the promotion or ticket and can store the information directly in their mobile device without the chance of losing or forgetting it, a common reason for low participation. In the case of mobile marketing, these programs can also be used to generate gift certificates or other means of payment to increase sales.

In order to implement mobile marketing or ticketing programs, businesses must be equipped with imaging-based bar code scanners that can read directly from a mobile device's highly reflective screen. Datalogic Scanning offers a wide range of linear imagers and area imagers to read both 1D and 2D codes on mobile devices. Additionally, Datalogic Scanning's Illumix™ intelligent illumination technology leverages available ambient light to optimize the scanner's reading performance on a mobile screen.

## Fun Facts

In a new study by Juniper Research, analysts predict that the market for **mobile ticketing** will reach 15 billion delivered tickets by the year 2014. In 2009, mobile tickets only reached 2 billion, which highlights the potential for a significant jump in participation from consumers in the coming future. Now is the time to tap into this demographic before the rest of the world catches on. Your customers are **waiting!**



## Gift Shops and Concessions

**Point-of-Sale Systems:** Transaction time at gift shops and concession areas needs to be faster than at a typical retail store in order to serve massive influxes of guests quickly. To ensure a fast checkout experience for customers, shops and stands need to be equipped with an efficient and compact bar code scanning solution that can read both poorly printed and damaged codes quickly.

**Transaction Size and Frequency:** Choosing the right bar code reader to align with the size and frequency of a transaction has many benefits. Understanding these measurements as criteria for selecting a scanner can save the retailer time, money and provide customers with better service. In most cases, a handheld bar code reader or on-counter presentation scanner will meet the transaction demands of gift shops and concession areas. For heavier transaction sizes and customer frequency, an in-counter horizontal or on-counter vertical single plane scanner is the best solution.

**Space Constraints:** Gift shops and concession stands are faced with the challenge of optimizing their merchandising mix with a continuous stream of new products. For instance, cinemas often feature candy with limited-time promotional packaging when advertising a new movie. As a result, businesses need to evaluate potential space restrictions, especially at the checkout counter. The ability to sell critical impulse goods could be limited if POS equipment invades the higher-margin selling space.

With this in mind, a bar code reader with a small footprint that serves multiple functions (*i.e. Age Verification*) should be selected to minimize the amount of equipment needed for the complete POS system.

**Inventory Management:** Bar code scanning is a key component for cost-saving inventory management. By tracking products using bar code scanners, businesses can automatically update their inventory levels and set reorder points for optimal inventory practices. Keeping an accurate and reliable inventory database also enables better forecasting, which reduces the chance of stock-outs, overstocks and emergency shipments.

**Age Verification:** For entertainment venues and events that sell age-restricted products, such as alcohol and tobacco, Datalogic Scanning's bar code readers can be used to identify customer eligibility through *Driver License Parsing*. This one-step process requires the cashier to scan the code on the back of the patron's ID card, which automatically sends the data to the host system. After being analyzed by software, the data then populates the cashier's POS computer screen, indicating the customer's eligibility. By using technology to verify age, retailers reduce the chance of employees selling age-restricted goods to minors, while also eliminating the need for separate 'verification-only' equipment.



## Choosing the Right Solution

**Reading Technology:** There are two different types of technologies to choose from when selecting a bar code scanner: laser and imaging. Depending on the application, imaging technology can provide additional benefits, especially for outdoor use and mobile marketing initiatives.

Imagers use a solid-state design, which means improved reliability and reduced Total Cost of Ownership (TCO) for the business. Imagers also improve reading performance on mobile devices and hard-to-read bar codes such as truncated and GS1 DataBar™ codes. Additionally, imaging technology provides omnidirectional reading capabilities, which result in higher productivity and better ergonomics for the operator.

**Reading Symbologies:** Although 1D bar codes are still the most commonly used symbology, the emergence of 2D symbologies is being driven by industry needs to store more data in less space. With this capability, 2D codes are quickly becoming the industry standard for mobile marketing and ticketing applications. For instance, 2D Data Matrix codes are typically used in connection with marketing promotions, such as mobile marketing.

Conventional laser technology does not offer the ability to decode 2D symbologies or read data from screens on mobile devices. If 2D reading is a requirement, businesses must select a 2D area imager in order to support this rapidly growing technology.



**Operator Feedback:** The most important aspect of bar code scanning is for the operator to know with confidence that the bar code was correctly read. This confirmation is typically provided by an audible 'beep'; however, this sound can be difficult if not impossible to hear in noisy or outdoor environments. Additionally, silent scanning is often required to enhance the 'mood' during events or at venues such as a museum or theater.

To address this problem, Datalogic Scanning's patented 'Green Spot' provides operators with additional good-read confirmation by projecting a green spot directly on the bar code read. This technology eliminates the need for audio confirmation, which enables scanning during noisy events and allows for silent scanning when desired.

**Robustness:** Bar code scanners used in outdoor environments or for mobile applications must be able to survive being dropped, tossed and tugged shift after shift. Datalogic Scanning's bar code readers have industry leading sealing ratings to thoroughly protect against harsh use.

The rugged mechanics of Datalogic's PowerScan series of bar code readers have been designed and tested to withstand extreme environmental conditions, shocks and drops without damaging the performance or accuracy of the device. Offering maximum reading performance in wide temperature ranges, these readers are ideal for both outdoor and mobile applications.

**Radio Systems for Cordless Scanning:** Mobile ticketing systems require a highly reliable radio system to ensure operator productivity and, more importantly, reduced wait times for guests. Datalogic Scanning offers a variety of cordless bar code readers featuring the exclusive Datalogic STAR Cordless System™ narrow band radio or Bluetooth® wireless technology.

The Datalogic STAR Cordless System radio has excellent signal propagation, which makes it less sensitive to obstacles and cannot be interrupted with Wi-Fi or Bluetooth® wireless technology networks. Additionally, its expanded networking capabilities allow hundreds of readers to be simultaneously connected to the system at one time, which is a critical feature for ticketing solutions with multiple entrance points.

The Datalogic STAR Cordless System radio also has bidirectional capabilities to transmit data from the scanner to the host system in order to validate the authenticity of a ticket (i.e. has been sold) and to ensure that the ticket has not already been scanned (i.e. 'double entry'). If the ticket is valid, the host will send an 'approval' message via a special beep, a green light, an indicator on the display or a combination of all of these. If the ticket is not valid, the scanner will provide a different beep, a red light and / or a KO message with details about the reason for the ticket rejection.



## Product Recommendations

### Outdoors - Extreme Environments Rugged Solution

#### PowerScan™ 8000 Series



- Coded and cordless laser scanners and area imagers for 1D and 2D code reading.
- Choice of Datalogic's STAR Cordless System™ radio or Bluetooth® wireless technology.
- Optional display with choice of 3-key or 16-key full alphanumeric keypad for bidirectional communications with the host system.
- Perfect for complex networks or large coverage areas. Connect up to 32 readers per radio receiver with Datalogic's STAR Cordless System.
- Datalogic's 3GL™ (3 Green Lights) technology includes the loud beeper and the patented 'Green Spot' for additional good-read feedback in noisy environments.
- Lightweight and well-balanced ergonomic enclosures reduce operator fatigue during scan intensive operations.

### Indoors - Controlled Environments General Purpose Solution

#### Gryphon™ 4000 Series



- Coded and cordless laser scanners, linear imagers and area imagers for 1D and 2D code reading.
- Choice of Datalogic's STAR Cordless System™ radio or Bluetooth® wireless technology.
- Optional display with 3-key keypad for bidirectional communication with the host system.
- Ideal for multiple uses - ticketing, mobile marketing, age verification and point-of-sale
- Datalogic Green Spot for additional good-read feedback.
- Lightweight and well-balanced ergonomic enclosures reduce operator fatigue during scan intensive operations.
- Available in Black or White.

### Gift Shop and Concessions for Retail Point-of-Sale

#### Magellan™ 1100i



- Small footprint for space constrained locations
- Compact, ergonomic design is ideal for hands-free or handheld operation.
- Illumix™ intelligent illumination technology for mobile marketing and dark environments.
- Ideal for multiple uses - ticketing, mobile marketing, age verification and point-of-sale.
- Button model for image capture or targeting applications like Price Look Up (PLU) lists, also includes Datalogic's patented 'Green Spot' for additional good-read feedback.
- Available in Black or White.

## Selecting a Partner



Datalogic Scanning has an established partner network that provides exceptional levels of support to customers interested in purchasing Datalogic Scanning products. Our partners can provide services such as fast delivery, technical support, vertical applications and solutions, configuration assistance, integration, financing as well as educational programs and partner marketing.

To determine the type of partner you need, look closely at what is needed to fulfill your business requirements. For example, if you need to replace hardware for your current POS system, a technology partner such as a Systems Integrator would be appropriate to manage the installation, ensure compatibility with the existing infrastructure and provide training and on-going support.

Datalogic Scanning Representatives can assist your company in locating and choosing the appropriate partner to meet your current business needs.

## After the Purchase - Protecting Your Technology Investment

Choosing a reliable product is just as important as selecting the right product for the application. All Datalogic products are designed and tested to rigorous industry standards to ensure years of trouble free operation. But if a product fails, it's important to have a company whose service programs are as good as the product.

When it comes to the service of your Datalogic Scanning product, nobody can do it better than us. We're the company that designed and built your data capture product and we have the highest expectations regarding its performance. No other service provider can deliver the years of experience, quality assurance, access to factory upgrades and cost savings for your Datalogic Scanning product.

EASEOFCARE Maintenance Agreements are price-competitive programs that offer a range of service levels for maximum flexibility. Maintenance agreements provide the ideal way of ensuring that your products are repaired quickly and provide a predictable way of managing equipment maintenance costs. Product coverage is guaranteed and covered products receive top priority in repair scheduling resulting in the fastest turnaround time possible.

## Additional Resources

### Industry Resources for Global Standards and Solutions:

- AIM Global - <http://www.aimglobal.org>
- GS1 - <http://www.gs1.org>

### Information from Datalogic Scanning:

#### • White Papers:

- The Growing Requirements for 2D Imaging Technology
- Selecting the Proper Radio Technology to Meet Your Mobile Data Collection Needs

#### • eBooks

- The Art of the Code - Your Resource Guide for Communicating with Bar Code Symbologies
- Unleash the Power of Mobile Marketing with Bar Code Technology

### Feature Overviews:

- The Datalogic Green Spot
- Illumix™ Intelligent Illumination Technology
- Age Verification and Driver License Parsing

To download these White Papers and other information, visit the Datalogic Scanning web site at [www.scanning.datalogic.com](http://www.scanning.datalogic.com).



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[www.scanning.datalogic.com](http://www.scanning.datalogic.com)

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