

SUCCESS STORY



- **CHALLENGE**
Streamline the management of large crowds of visitors
- **MARKET**
Event
- **APPLICATIONS**
Identification and access control badges
- **EVOLIS SOLUTIONS**
Quantum and Primacy

THE CANNES FILM FESTIVAL: 45,000 ACCREDITATION BADGES PERSONALIZED IN RECORD TIME

To issue 45,000 badges for the professionals in the film industry: this is the challenge that the managers of the Cannes International Film Festival have to take up year after year, and within a short time frame. To achieve this target, the Evolis Quantum and Primacy solutions for card personalization were selected.

"In Cannes, wearing a badge is a must, anytime, anywhere. It is the magic door opener to the largest film event in the world", explains David Capaldi, Accreditation Manager for the Marché du Film, the international film fair held along with the Festival. This badge grants, or denies, access to the Film Festival and to the Marché du Film.

The first challenge facing the organizers is to deliver 45,000 badges onsite, and within a short timeframe. "Despite all the accreditation requests that we receive, we only accept a limited number of applications after reviewing each profile in detail", says Capaldi. This process is due to security issues that actually turn out to be another challenge. "Our role is to provide the best access to professionals in the movie industry".

This is why badges are issued across the registration counter to avoid any likely loss or theft when sent by mail. "Some do try to get in at any cost, so we must remain constantly vigilant", elaborates Capaldi. "Printing a picture on the badge makes it possible to avoid forgery or lending of the badge. And this is a critical issue since we print only one badge per person".

A VARIETY OF CARD PROFILES

Another challenge for the managers of the Festival is that there are 100 different types of cards, adapted to different profiles and levels of access authorizations (access restricted to selected sites or screenings). These variations are conspicuous on the badge, through differentiated colors and backgrounds. "Each badge has specific characteristics for accesses and ticketing", explains Capaldi. "Security agents and welcoming staff must be able, at a glance, to grant or deny access to the area they monitor. The badge, therefore, needs to be legible and should be of perfect printing quality."



"Printers are easy to operate, especially with regards to day-to-day maintenance tasks. Needless to mention they are user-friendly and have a very attractive design."

Wahib BENDIB
President
TECH-EVENT



Business in full swing in Cannes

During the Film Market, the latest movies are scheduled for screening through more than 3,500 sessions attended by potential buyers and influencers. Attendees have the barcode on their accreditation badge scanned and can be therefore tracked. At the end of the show, the list of attendees is provided to film producers for kicking off negotiation with potential buyers.

TESTIMONY

Wahid BENDIB - President, TECH-EVENT

WHAT IS TECH-EVENT'S CORE BUSINESS?

We design solutions to manage visitors before, during and after large events. We cater to around 250 events per year. For 10 years now, we have also managed visitors during the Cannes International Film Festival and the Film Market, both events being held concurrently in Cannes during the month of May. We leverage a base around 250 printers, exclusively from Evolis, to deliver badges during these high-profile events.

WHAT WERE THE KEY REASONS FOR SELECTING EVOLIS?

10 years back, we started to screen the market to replace our existing printers which we considered as unreliable. This is how we started working with Evolis who supplied us with several Pebble printers. Since then, we followed the evolution of their printers and always noticed a virtually zero failure rate. The printers provide fast operations and card delivery within seconds, while the quality and reliability are simply outstanding. For example, during the Cannes Festival, we need to produce 75% of the badges during the first 4 days. We are committed to this level of performance, and a failure is not acceptable. Furthermore, the printers are easy to operate, especially with regards to day-to-day maintenance tasks, such as reloading cards or changing a ribbon. Needless to mention they are user-friendly and have a very attractive design.

WHAT ARE YOUR PROJECTS REGARDING THE DELIVERY OF BADGES IN CANNES?

From a technology stand-point, the Cannes Festival badges use a barcode printed on each badge. This barcode facilitates several applications such as visitor tracking. This feature generates value for event organizers, as it provides them with the level of visibility for initiating new contacts and conducting business. In Cannes, this application is already live and we plan to improve and strengthen it further.

More information: www.tech-event.net

TECHNOLOGY

Tech-Event, a French company delivering IT solutions for event management, leverages Evolis printers to streamline the delivery of around 45,000 access badges in Cannes. 30 Evolis printers, including the Primacy model, are deployed across the accreditation lobby, to issue accreditation badges to visitors whose identity has been checked.

Badges come with a color picture ID, text and a barcode. Within the first 4 days of the event, 5 to 10,000 badges are issued each day in the lobby. But part of the workload is also handled in advance. "This is how we proceed for the attendees on the Cannes Cinéphiles list," points out Capaldi. "We print badges before the event and hand them out to the department in charge of distributing them. This is also the process for passes that provide accesses to selected areas of the Festival venue, and mainly used by on-site workers". There are about 40 types of such control passes, providing differentiated level of access to areas, and according to time schedules or specific events.

MORE THAN 150 COLOR CARDS PER HOUR

The Quantum printer from Evolis personalizes these access control badges. This industrial machine is ideal for large volumes and prints cards in dual-sided mode, mixing and matching texts, logos, images and high-definition barcodes, in color or monochrome. Quantum comes with two detachable and interchangeable high-capacity hoppers that store up to 500 cards. Performances are optimized with a dazzling 1,000 personalizing cards per hour in monochrome, and 150 cards in color. In Cannes, Quantum is used for catering to the early accreditation of 300 to 800 people and personalize their badge before the Festival kicks off. Overall, this machine handles the delivery of around 20,000 badges.

