

## SMART-reg Makes RFID Faster, More Nimble



**T**he Tap-N-Go™ system offered by SMART-reg International won a *Trade Show Executive 2008 Innovation Award* for giving show managers a quick and nimble means of using RFID badges to monitor attendance data and keep gate crashers out of events they haven't paid for.

The use of RFID (Radio Frequency Identification) has been a promising trade show technology in itself for a few years. What Tap-N-Go does is make it even more versatile and easier to deploy than ever before.

"We put it to use at our last show and I absolutely loved it," said Pia Williams, general manager of corporate events and travel for DISH Network LLC.

Tap-N-Go uses a slimmed down, free-standing reader that runs on batteries and can be moved quickly

from room to room. It serves as badge-checker for whatever session, luncheon, workshop or gala is taking place inside. When the attendee enters, he or she taps their encoded RFID badge on the face of the reader. The electronic eye instantly determines if the person is authorized to enter and flashes either a green light or a red X. The individual badge is then automatically checked off the list for the particular event so that it cannot be used by someone else to access the room.

Williams used six readers to monitor the comings and goings of more than 2,500 attendees at the *DISH Network Show*, May 15-17 at the Gaylord Opryland Resort & Convention Center in Nashville. The exhibit area covered 97,200 net square feet and included 175 exhibitors. Over the course of three days, 18,779

"taps" were recorded for 13 functions including the trade show, the General Assembly and various food and entertainment functions. Williams said the attendees found Tap-N-Go easy to use and said it greatly reduced congestion at the doorways.

Along with the obvious benefit to show organizers of keeping moochers out of events they have not paid for, Tap-N-Go also stores the badge information, which can be used to compile attendance information so managers can analyze where the crowds were on a daily basis.

Williams said she felt the numbers collected at her show were "right on target." "It holds a lot of names and it is quick to download," she said.

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