

Biometric Ticket Validation protecting your business

Ticket fraud is a headache for attraction operators hurting the operator's business and thus the visitor's in the long run. Visitors expect an exciting and spectacular day in a theme park. The visit should be an adventure. But how can new exciting attractions be offered every year if park operators lose substantial revenue by organized ticketed fraud and sharing tickets in unauthorized manner?

The ticket sharing challenge

If multi-day passes or even simple single day tickets of a theme park are shared among visitors the operator loses revenue. Fraudulent ticket sharing can happen on individual level but also on an organized level like "ticket renting for money".

A possible countermeasure is to have sophisticated personalized passes with holder photo, holograph, chips etc. or checking a photo-id in combination with a personalized ticket. Besides the high costs for production and personalization of those tickets the organizational effort to check the passes is enormous. The queues at the venue's gates get longer and longer every day during peak times particularly in the morning which reduces visitor's acceptance and experience. Potential visitors are deterred by long waiting lines and business is lost.

The requirements are clear: the fraud prevention measure must not add effort or on the entry gates compared to the current situation. Only simple paper tickets (barcode) shall be used. The check process should be easy to understand and should not annoy visitors. But most important - the check should be effective to really protect the operator's revenue against ticket sharing fraud.



Ticket fraud is a thing of the past...

Worldline's Biometric Ticket Validation

Worldline's ID Center biometric ticket validation solution provides an effective, high performing solution to protect against ticket sharing fraud.

A simple paper ticket is combined with the biometric characteristic of the owner of the ticket or multi-day pass and thus the ticket cannot be transferred any longer.

The visitor approaching the entry gate turnstile will first scan the ticket. As a next step the visitor presses a finger onto the turnstile integrated fingerprint scanner. If the ticket was not yet joined with a biometric of a previous visitor the provided biometric fingerprint template is stored together with the ticket id in less than a second. From now on only this visitor can use this ticket to re-enter the park. The turnstile only opens when fingerprint and ticket match.

Also alternative biometric methods can be offered. The ID Center biometric ticket validation solution smoothly integrates with existing ticketing systems and the access control systems in place for an easy and effective upgrade of present park entry areas.

Proven and highly flexible

Proven, reliable, high performing solution with low operational effort

The ID Center biometric ticket validation has been introduced into 12 theme parks of two major operators in the USA.

Continuously in operation

Since its first implementation 2005 and 2007 when a second group of theme parks started to use the solution.

Easy integration

ID Center biometric ticket validation supports different biometric methods and a large number of brands for fingerprint scanner

Applicable for single-day, multi-day passes and even for group tickets (sharing within a group is allowed)

Easy to integrate with existing ticketing and access control systems built on industry standard platforms to ensure low operation effort and support cost.

Protects your business

An easy to use biometric ticketing system keeps the costs for the ticket and the effort for ticket issuing low. Short queues and high throughput in the morning opening hours at the entrance creates customer satisfaction. Biometric data are stored fully anonymously to respect data privacy of visitors.

- **fast and easy to use**
- **reliably working - effectively preventing ticket sharing**
- **low effort for entry ticket checks**
- **biometric data is stored anonymously - there is no disclosure of the identity of a visitor**

About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry. Worldline delivers new-generation services, enabling its customers to offer smooth and innovative solutions to the end consumer. Key actor for B2B2C industries, with over 40 years of experience, Worldline supports and contributes to the success of all businesses and administrative services in a perpetually evolving market. Worldline offers a unique and flexible business model built around a global and growing portfolio, thus enabling end-to-end support. Worldline activities are organized around three axes: Merchant Services & Terminals, Mobility & e-Transactional Services, Financial Processing & Software Licensing. Worldline employs more than 7,300 people worldwide and generated 1.15 billion euros revenues in 2014. Worldline is an Atos company.

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“Major theme park operators say

... we are very pleased with the ID Center software...

... we can already feel it in our pockets and also our ticket sales partners feel it...

... ticket revenue has increased by 10% to 15% and some of our “not so honest” customers dropped out, which is good.

... we had the busiest Christmas season on record (2011) and ID Center handled the crush of guests like clockwork...

