

## **SHOWCLIX & NEW YORK COMIC CON LAUNCH RFID ADMISSION SOLUTION Event Ticketing Company Engineers Google Nexus 7 To Admit Over 100k Attendees**

NEW YORK, Oct. 15, 2013 — Among over 100,000 cosplaying comic book and pop culture fanatics at the cavernous, 760,000-foot Jacob K. Javits Convention Center in Manhattan, [ShowClix](#) and New York Comic Con welcomed attendees on Oct. 10 with a new RFID solution, built on the Google Nexus 7.

Earlier in 2013, ShowClix and NYCC event organizer ReedPOP teamed up to prepare for the four-day event, looking for an access control system with enhanced security, faster admission and better engagement with attendees. The answer was RFID technology.

RFID access control is an alternative solution better suited for massive, multi-day event admissions than traditional ticket scanners, but the technology can be expensive and difficult to implement.

Operating under a tight schedule, ShowClix was able to build, prototype and test a superior in-house system, which would have taken years and millions of dollars to develop without the open-source potential of Android and the affordable, RFID-ready Nexus 7.

When over a hundred thousand badge-carrying comic book fans arrived for the event, ShowClix and the NYCC organizers at ReedPOP were ready.

The results exceeded expectations.

“What we did as a collective team was mind blowing,” ReedPOP Global V.P. Lance Fensterman said. “It was the most successful entry experience in the history of New York Comic Con.”

ReedPOP had partnered with ShowClix to handle ticket sales, registrations and admissions for such events as C2E2 and PAX Prime, but NYCC was the largest event of their partnership to date. In addition to RFID, ShowClix provided remote monitoring of scanning devices and real time reporting.

RFID was the “next logical step” for an event of this size, according to ShowClix President Lysie Campbell.

“Traditional paper tickets are just not ideal for these complex, multi-day events,” Campbell noted. “Attendees need to be able to come and go across several days at different gates, so the tickets are targets for counterfeiters.”

“Paper tickets get torn, misplaced, soggy in the rain... It’s easy to ruin your ticket.”

RFID badges also provide a wider scanning radius that is more convenient and user-friendly. Rather than relying on staff members to facilitate scanning with legacy hardware, guests can simply tap their RFID badges for immediate verification.

ShowClix CEO Tom Costa stressed that this launch is “only the beginning” of a major new development for event professionals.

“What we accomplished at NYCC just scratches the surface,” Costa said. “This platform will help our clients create incredible, personalized experiences for their attendees.”

Beyond the success of this particular event, the ShowClix team emphasized their excitement over what this means for other businesses, even across varying industries outside of event registration.

“Android’s open-source software and the Nexus 7 offered the perfect combination of portability, speed and advanced connectivity features like NFC that all worked together to make implementation easy,” ShowClix Director of Software Engineering Nate Good said.

“Access to open-source platforms will create major opportunities for businesses of all sizes to innovate and solve problems faster.”

### **About ShowClix**

ShowClix provides full-service event ticketing and access control solutions to professional event organizers around the world. The company’s cloud-based software, dedicated account managers, in-house call center and experienced

on-site teams all work together to help event professionals sell more tickets and create memorable experiences for their attendees.