Portability, ease and visual subtlety

((♥)) ObaTag®

General Vision

Problem: Offering new alternatives to personnel control in different events.

Solution: Integration between wristband-installed tags and an automatized control system.

Advantages: Portability, ease and visual subtlety.

Benefits: Security system which doesn't sacrifice confort to work.

Target: Access Control.

ObaTag uses RFID solution for integration between event and social networks.

Tags implanted on wristbands allow an easy integration between visitor and social networks during the party.

Following a privacy policy and condition terms the user has its data protected and the guarantee of the Amazon server and SSL certificate which guarantees that the data is completely encrypted, being a highly secure system.

The interactivity method is based on radiofrequency, as this technology allows a quick and safe data exchange. ObaTag has ACURA Global as an exclusive provider, which offers all necessary RFID equipment to attend in a customized way each client and each new project. The choice of ACURA Global was thanks to the fact of it being a company absolute and consolidated in the market of RFID in Brazil, so ObaTag guarantees a high quality solution to its client.

ObaTag is a recent company and has been acting in events and stores which seek to offer an innovative experience to its customers. In the last months ObaTag worked with Oi Brasil Horse Show, Megarampa, Unicirco Rock Show, Heineken, Globo Esporte, Soccerex, Depyl Brasil stores and Localshorts.

The partnership with ACURA Global is excellent and has a lot of trust. "When the challenges appear ACURA Global is always ready to help us" says Uirah Prado, director of ObaTag, who was very satisfied with the Heikenen's brand activation event with the James Bond brand in Morro da Urca, where some adaptations were needed to the RFID technology.

Another news is the RFID wristbands ObaTag develops with ACURA Global. The adaptation of chips such as the mini-clear-disc in rubber wristbands made under demand have been widely accepted and has created a new demand for both companies.

AcuraGlobal ®
The Identification Company

Access Control: **CASE ObaTag**

ISO 9001
BUREAU VERITAS
Certification

Ideal Products for the Solution

500.305 - **AP-34K**

Double frequency reader for System Access and User Identification. The AP-34K reader unites two technologies in one product: it reads 125 kHz and 13.56 MHz cards and tags. Has great operating performance.

For more information about this product, **click here**.

100.049 - **AP-09**

The AP-09 is part of AcuProx Reader product line for access control. It is indicated for Applications that use cards and tags operating at 125 kHz. Dimensions with reduced readings reaches up to 15 cm, ideal for indoor use in controlling, turnstiles and other equipment.

For more information about this product, **click here**.

500.315 / 316 / 344 / 345 - **Silicon Wristbands AcuProx**

The Silicone Wristbands AcuProx are ideal for identification and access control in clubs, water parks, cruises, hotels, etc applications. It features sturdy, durable packaging and a modern look. Available in blue, white, green and pink.

For more information about this product, **click here**.

About the Solution

The Client: ObaTag is a recent company and has been acting in events and stores which seek to offer an innovative experience to its customers. In the last months ObaTag worked with Oi Brasil Horse Show, Megarampa, Unicirco Rock Show, Heineken, Globo Esporte, Soccerex, Depyl Brasil stores and Localshorts.

Proposed Challenge: Offering new alternatives to personnel control in different events. Creating new experiences in the form of customer interaction with the environment through RFID technology.

Equipment: AP-34K reader, AP-09 reader and AcuProx silicon wristbands.

Solution: Usage of RFID wristbands and readers for secure exchange of user data registered in the RFID tag.

Functioning: Tags implanted on wristbands allow an easy integration between visitor and social networks during the party. Following a privacy policy and condition terms the user has its data protected and the guarantee of the Amazon server and SSL certificate which guarantees that the data is completely encrypted, being a highly secure system. Using the RFID tags, the visitor was automatically recongnized, took photos and interacted with other people and Facebook.

Features / Practical improvements: With this automated system, new experiences were offered to the customers through RFID technology.

Gains / Benefits: Increased security, confort and more agility and interaction in data exchange.

ACURA has a focus on the market of general identification, with emphasis on RFID (radiofrequency identification), providing RFID Tags (Transponders), Proximity Cards, RFID Readers and Data Collectors.