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## RFID + AGE/ID NEWSLETTER



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# FRONT

P r e c i s i o n   D y n a m i c s   C o r p o r a t i o n



Precision Dynamics'  
**AgeBand**<sup>TM</sup>  
HELPS CURB UNDERAGE DRINKING  
AT OFFICIAL SUPERBOWL PARTY

### Getting the Party Started

Thousands of football fans converged in the streets of Houston to participate in the Coors Light SUPERBASH, a week long tailgate event, that ended on February 1. The city was inundated with people attending the largest party Houston has ever hosted—Super Bowl XXXVIII.

Before millions of spectators watched the Carolina Panthers and New England Patriots make bone-crushing tackles and thrilling touchdowns, event promoters and sponsors were busy tackling underage drinking and scoring touchdowns of their own.



### The Defensive Line Up

Underage drinking is a factor in the four leading causes of death among persons aged 10 to 24: motor-vehicle crashes; unintentional injuries; homicide; and suicide<sup>1</sup>. It's evident that underage drinking is a serious problem in the U.S.

To help combat this problem, the SUPERBASH provided a world stage for Precision Dynamics Corporation (PDC) to showcase its AgeBand Electronic Age/ID Verification System, the first electronic wristband solution to help prevent underage drinking and streamline overall operations.

The system uses specialized software and databases from states' departments of motor vehicles to spot fake and expired IDs. AgeBand

ensures positive patron identification and age verification by printing the patron's name, "Age ID Verified 21," and the last four digits of their driver's license number on PDC's AgeBand wristband.

Nearly 35,000 people attended the Coors Light SUPERBASH. The event, which was promoted by The Messina Group (Houston, TX) and sponsored by Coors Light, had no shortage of bars and concession stands for party goers.

Before heading to the bars, patrons went through the wristband admissions process. Patrons presented their IDs; the IDs were processed through the Age/ID Verification System; patrons' age verification and ID information was printed on each wristband; and patrons paid the entrance fee and entered the event.

"Having an automated process for checking and verifying IDs is extremely helpful," commented Barbara Dorman, Messina Group Ticketing Manager. "It saved time and made the process cut and dry: You're either 21 or over—no questions asked."

Out of the 35,000 IDs verified by AgeBand during the event, 3 percent of the IDs were denied due to underage restrictions or fraudulent IDs. Underage patrons were given white wristbands that provided easy recognition so that they could not be served alcohol. Patrons of legal drinking age were given AgeBands that were color coordinated to represent each day of the event.



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"There are many issues to deal with when staging an event like the SUPERBASH—in particular, dealing with organizations like the Texas Alcoholic Beverage Commission (TABC)," said Michael Dugan, Messina Group Promoter. "The TABC heavily controls and monitors the serving of alcohol, especially to minors. Thanks to the system we had no problems and the TABC was pleased to know that we were being proactive in stopping minors from drinking at our event."

"The technology really hit the mark, providing everything we needed to ensure to all local law enforcement and authorities that those under 21 weren't sold alcoholic beverages," added Bill Young, Coors Brewing Company, Manager of Corporate Responsibility.

Reader scans bar code on the back of a state issued credential



### Speed, Efficiency and Accuracy

In addition to reducing human error that is common during the verification of IDs, the system brought many other benefits to the Messina Group and event sponsors.

"Knowing we can accurately verify a person's age by simply scanning their driver's license is priceless to us," said Rome McMahon, Messina Group Promoter. "Using AgeBand helped eliminate potentially serious consequences brought on by underage drinking—like legal liabilities associated with being a liquor license holder."

To the delight of many patrons, there was minimal waiting at bars and concession stands. Once patrons were inside the event with their AgeBands, bartenders did not have to go through the time-consuming process of checking and verifying IDs, thereby eliminating chances of human error contributing to misidentification.

On average it takes 16 or more seconds for a bartender to check an ID and serve a drink, comments Victor LaRosa, PDC RFID and Age/ID Manager. "Using AgeBand, that number is cut by at least 50 percent," said LaRosa. "It takes 6 to 8 seconds to check a patron's AgeBand and start serving drinks. The system saves time and enhances the efficiency of operations, which translates into happier customers and increased profits."

"We experienced an estimated 15 to 25 percent increase in revenue due to the system. It definitely sped up the throughput at the bars," said McMahon.

### Winners all Around

Corporate and social responsibility is of critical importance to most organizations. Over the years, Coors has become a leader in the development of initiatives aimed at preventing underage drinking. Therefore, implementing PDC's AgeBand system at the Coors Light SUPERBASH was an easy and clear decision.

The system promoted a positive image for sponsors of the event, commented Dugan. "It was just one less thing they had to worry about. Knowing that extra measures were taken to prevent underage drinking gave sponsors extra protection and confidence."



PDC AgeBand wristband

"This technology is something unique to the industry," said Young. "Alcoholic beverage companies are expected to help liquor licensees discourage underage drinking, and the very least we can do is give them tools to help check IDs. But events like the SUPERBASH, where there is a high concentration of people for multiple days, begs for an alcoholic beverage company to make more than a minimal effort at preventing [underage drinking]. People expect it and I think the AgeBand system delivered that something extra."

### Future Game Plan: RFID

The AgeBand system was a positive step towards improving the identification process at the SUPERBASH. To further enhance the ID process and increase the efficiency and effectiveness of overall operations at future events, Messina Group is considering implementing PDC's Radio Frequency Identification (RFID) Smart Band® system.

The system consists of a tiny RFID chip embedded on a wristband that uses specialized software to store and transfer data which is read by RFID readers. Acting as a portable dynamic database, it stores and carries patron information, while providing safe and accurate ID, tracking, and processing. Operating like an electronic wallet, the system also provides convenient cashless point of sale.

"Using AgeBand worked out exceptionally well for us. We're looking forward to the added advantages of incorporating the system to PDC's RFID solutions at future events," said Dugan.



PDC RFID Smart Band®

<sup>1</sup> Kann, L., et al. (2000). Youth Risk Behavior Surveillance -- United States, 1999. Morbidity and Mortality Weekly Report, vol. 49(SS05): 1-96.