

The PDC Insider is a newsletter comprised of case studies, company and product news.

**POSITIVE  
PATRON ID  
CASE STUDY**

### Good Defense Brings Great Profits

It only takes one underage drinker with a fake ID to potentially ruin an event, end a business, or even a life.

The Jacksonville Suns avoided that risk during the Times-Union SuperFest, an official Super Bowl XXXIX event.

The Jacksonville Suns and the Baseball Grounds of Jacksonville took a proactive approach to combat underage drinking by implementing Precision Dynamics Corporation's (PDC) revolutionary new AgeBand™ System for age identification and verification.

In addition to controlling the onset of underage drinking caused by fake IDs, the Suns implemented PDC RFID (radio frequency identification) solutions to provide fast and convenient cashless point-of-sales (POS) for patrons.

More than 100,000 patrons attended SuperFest, a super-sized street festival which took place in downtown Jacksonville in celebration

of the nation's largest football championship. The Baseball Grounds of Jacksonville provided one of two stages during the event. For three consecutive days and nights, patrons visited the venue to watch live musical performances, eat, and drink.

### Tackling Underage Drinking

Patrons had their ID credentials, typically a state-issued driver's license, scanned by AgeBand systems, which detected several fraudulent IDs.

"The beauty of AgeBand is that it scares away individuals that have fake IDs before they even try to enter an event," says Victor LaRosa, PDC RFID and Age ID Manager. "But if they take the risk, more than likely they will get caught and suffer the consequences."

AgeBand utilizes special software to verify the authenticity of state issued drivers licenses or ID credentials. The software is developed in conjunction with the credential testing lab for the

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—Bill Schumpp  
Jacksonville Suns Director of  
Food and Beverage

## CATCH 21

# AgeBand™

tackles underage  
drinking at SuperFest

Patron gets his Smart AgeBand™ scanned at a beer vendor.





Patron using PDC's Smart™ Kiosk.



Jacksonville Suns' Stadium



Stadium Entrance

(Continued from front)

State's Department of Motor Vehicles. At admissions, the system scans the magnetic stripe or 2-dimensional bar code of the credential and prints the patron's name, "Age ID Verified 21," and other pertinent information on a non-transferable Smart AgeBand™ Wristband.



"We use AgeBand at the stadium during our baseball season and it has been a great enhancement to our operations," said Peter Bragan, Jr., General Manager for the Jacksonville Suns. "During SuperFest we discouraged underage drinking and encouraged a safe Super Bowl party using AgeBand."

### Big Gains with Cashless POS

Smart AgeBand Wristbands, which contain RFID chips, were used in conjunction with Smart™ Kiosks, free-standing booths with touch-screens. The system allows patrons to load money using cash, credit or debit cards onto their RFID wristbands for instant, automated purchases and streamlined operations.

Smart AgeBand Wristbands revolve around a tiny, flat RFID chip, sealed in a non-transferable plastic wristband that uses customized software to store and transfer data which is read by RFID readers. "Smart Kiosk is a money loading device that works similar to ATM machines, but instead

funds are transferred onto patrons' RFID wristbands," comments LaRosa. "It's part of the latest cashless payment technology which is practical for large-scale events like SuperFest where loose cash can easily get lost or stolen."

The system helped increase throughput at concession stands and reduce long lines that often deter patrons from making additional purchases. Smart Kiosks are used with Smart Readers that replace expensive stand-alone POS readers.

Taking simple steps, like implementing AgeBand and Smart Kiosk, can positively affect the success of an event. Patrons value event organizers that go the extra mile to make their experience safer and more enjoyable.

According to Bill Schumpp, Jacksonville Suns Director of Food and Beverage, patrons favored AgeBand and Smart Kiosk, stating the systems eliminated a lot of hassles related to big-scale events.

"Patrons liked Smart Kiosk and found it intriguing that they could put money on wristbands," adds Schumpp. "Shorter lines and faster service made for an overall great experience. To our surprise, patrons appreciated our use of AgeBand for validating IDs—they felt a greater sense of security and responsibility because of it."

Patrons that received a Smart AgeBand were able to use Smart Kiosk for fast purchases and payment at concession stands. "It's a great revenue center for us. The systems helped increase per capita spending by an estimated 10% and increased revenues by an estimated 15%," states Schumpp.

The combination of Smart AgeBand and Smart Kiosk during SuperFest prompted the Jacksonville Suns to implement the systems at the Baseball Grounds during the regular baseball season, an enhancement to their stand alone AgeBand Systems.

"We choose PDC solutions because they are the best units on the market," adds Schumpp. "You can control underage drinking, ease and increase the serving flow at bars, and improve revenues with one easy-to-use solution. The system's return on investment was evident after its first use."

### About Precision Dynamics

With nearly 50 years of experience, PDC is a global leader and pacesetter in the development of automatic identification wristband systems. The company introduced the first patient Bar Code ID Wristband System in 1984, the Smart Band® Radio Frequency Identification (RFID) Wristband System in 2000, and the AgeBand™ Electronic Age/ID Verification System in 2004. PDC is committed to 100% quality in service, design, and manufacturing. This is substantiated by their ISO-9001: 2000 and ISO-13485: 2003 certification at their main facility in San Fernando, CA. For more information, visit [www.pdcorp.com](http://www.pdcorp.com).

### About Jacksonville Suns

The Jacksonville Suns are the Double-A Southern League Affiliate of the Los Angeles Dodgers and play in the Baseball Grounds of Jacksonville. The team has been owned by the Bragan family for over 20 years. The Suns and Ballpark Food Services, Inc. provide concession services for all events held at the Baseball Grounds of Jacksonville. The Baseball Grounds opened on April 8, 2003 as part of the Better Jacksonville Plan. In two seasons of Suns baseball, the Grounds has welcomed over 750,000 fans and will also play host to the 2005 and 2006 ACC Baseball Championship Tournament.



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