



# Attendance Management



**RFID  
SmartGate**

**LONG RANGE  
NON-OBTRUSIVE**

## FEATURES

- **Superior Performance**

Offering over 99% accurate scanning rates with 915 MHz technology

- **Simple Setup**

Complete setup of each directional tracking area is done in under 15 minutes

- **Non-obtrusive Tracking**

Attendees can freely walk in and out of sessions without the hassle of being stopped by room monitors

- **On-site Analysis**

Exclusive onsite monitoring and analysis through private WiFi or Bluetooth connection

- **Post-show Reporting**

Detailed reporting provides exceptional statistics producing valuable demographic reports

- **Reliable Scanning**

All scans are stamped with date, time, SmartGate location and direction of movement

## Attendance tracking with proven RFID technology that offers exceptional benefits

The days of checking individual registrant badges for attendance tracking are over. Convention Strategy Group's RFID SmartGates provides an easy way to automatically record attendance information, track seminar attendance, monitor traffic flow onto an exhibit hall floor or tracking special VIP events. These self contained units can achieve over 99% accuracy tracking attendees in both directions. Using an array of eight antennas SmartGates create a virtual threshold allowing for the ability to see which direction the attendee is walking.

RFID SmartGates are mobile units that can easily be moved from one location to another or be placed in different locations within the educational session or exhibition area. All scans are stamped with date, time, location and direction, then stored in memory. The data from each unit is automatically downloaded onsite via a private WiFi network or a proprietary long range Bluetooth connection. All data is then transmitted via GPRS to a secure Internet portal for attendance reporting purposes.

Standard attendance reports include summaries and graphs showing number of attendees scanned, peak attendance, average time on floor, and attendance change over time. Most custom reporting requests can be accommodated.

For more information visit [www.ConventionStrategy.com](http://www.ConventionStrategy.com) or email [sales@csstrategy.com](mailto:sales@csstrategy.com) or call (301) 656-7521, Ext. 210

**ConventionStrategy**

# Details & Specifications



RFID enabled rooms will provide accurate real-time or historical stamp attendance reporting. Event organizers now have the ability to monitor and record daily attendance of "2nd Day and 3rd Day Return" onto an exhibit hall floor or general session. These gathered statistics can be utilized to produce attendance reports displaying attendee trends.

To accommodate larger doorways or hallways, multiple SmartGates can be used. All underlying data is compiled and coupled with demographic attendee data. A variety of reports can be produced to display audited session attendance including what types of attendees visited the exhibit floor as compared to their buying power and demographics.

|                           |   |
|---------------------------|---|
| <b>Entrance Span</b>      | Up to 7 feet between towers   |
| <b>Multiple Units</b>     | Larger openings can be accommodated using multiple units                |
| <b>Accuracy</b>           | 99.1% typical (bi-directional), 98.5% typical (uni-directional)         |
| <b>Memory Capacity</b>    | 500,000 (10 digit) scans stored in non-volatile memory                  |
| <b>Indicators</b>         | Power, In (2), Out (2), Download Required (85% Full), Memory Full       |
| <b>Timestamp</b>          | Time, Date, Location and Direction for every scan                       |
| <b>Tag Details</b>        | 915 MHz; UHF Class 1 Gen 2 Passive RFID Tag                             |
| <b>Scan Technology</b>    | Passive Radio Frequency Identification (RFID)                           |
| <b>Computer Interface</b> | WiFi 802.11 b/g, Bluetooth, VGA   |
| <b>Color</b>              | Light grey faces, black top and bottom                                  |
| <b>Customization</b>      | Custom signage available for sponsorship                                |
| <b>Size (each Tower)</b>  | 58.2 inches high by 27 inches wide by 13.2 inches deep                  |
| <b>Reports Available</b>  | In/Out; Attendance; Entries/Exits/min; Attendance/day; Auditing; Custom |
| <b>Report File Format</b> | CSV, Excel, Standard or Custom PDF, Internal Portal Access              |
| <b>Power Input</b>        | 110V, <30W AC, 1.5A, 50-60 Hz   |



### For more information

Convention Strategy Group is a full service event technology firm guided by a management team with over 35 years of experience in the meetings industry. The company is an innovative provider of measurement metric tools for meetings, conferences and events. Convention Strategy is focused on delivering integrated RFID technology to track attendee attendance.

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