

Case Study

The Brussels Card

Access IS barcode readers give greater flexibility to users whilst reducing operational costs for City Pass of Brussels operators.

The Challenge

Having been in operation for over a decade, the City Pass of Brussels had been a great success. However, times have moved on and the public have become inseparable from their phones, tablets and smartwatches. Now accustomed to boarding a plane or buying a cappuccino with their smart device; storing and retrieving a paper card which could easily be lost or damaged did not fit the bill for a tourist friendly city like Brussels.

In addition, the Brussels Museums Council had to pay to produce the physical cards which, once printed, could not be changed. This overhead and the minimal statistical data produced by the card meant it was no longer delivering for either the user or operator.

The Solution

For the Brussels Museums Council this situation presented an opportunity. Move 'The Brussels Card' from printed paper to an electronic barcode that can be held on traditional mobile phones, smartphones and tablets. Therefore, allowing users to present their card in a fashion that is now considered the norm.



In order to achieve this, the Brussels Museums Council selected the Access-IS LSR110 1D and 2D barcode reader. Its small footprint, robust design and fast read speed made it a perfect choice for years of frontline public use.

Additionally, the LSR110 is capable of reading at the same, near instantaneous, speed, regardless of the orientation in which the barcode is presented by the user to the reading window. This capability, and the green light and audible good read confirmation, means that even a visitor completely unfamiliar with the system can scan their barcode and enter the venue without delay, crucial at busy times where queues could easily form.



LSR110 Shown in its Brussels Card livery





Benefits of the New Scheme

Reduced Cost... No longer having to produce printed cards, the Brussels Museums Council has made a significant reduction in the operational cost of the Brussels Card.

Improved Security... Cards cannot easily be passed between users and are much less likely to be lost, stolen or damaged, reducing support time for the operator and inconvenience for the user.

Magnetic stripe cards can easily be damaged by exposure to magnets and often have to be swiped repeatedly for a successful read. These weaknesses are not found with barcodes, which are easily and reliably read time and time again and are not susceptible to rain or being bent in the users pocket.

Greater Efficiency... No longer looking for a paper card, users are more easily able to locate and use their electronic Brussels Card saving time and preventing blockages forming at entry points.

More Statistical Information... The new system provides far greater usage information for the Brussels Museums Council including the actual visiting profile of individual users allowing for much greater invoicing accuracy and management of what is on offer to the many tourists who visit each year.

Better Card Flexibility... Now that the card is no longer printed, the Brussels Museums Council and Visit.Brussels have the flexibility to adapt and tailor barcodes on an almost 'a la carte' basis to suit the needs of the scheme.

Applications for the LSR110

- Public Transport
- Ticketing and retail vouchers
- Automatic gate and turnstile entry
- Boarding passes
- Loyalty programmes
- Pre-ordered / repeat orders at quick-service restaurants
- Self-service kiosk interactions, such as hotel check in
- Payment via virtual storecard and storage of eReceipts

NFC Option - The new ATR110

With all of the same functionality as the LSR110, the new ATR110 is a compact and fast barcode reader with NFC contactless capabilities. This 'one-box' solution helps process a wide range of electronic ticketing across a variety of media.



Access IS
18 Suttons Business Park
Reading, Berkshire
RG6 1AZ, United Kingdom
Tel: +44 (0) 118 966 3333
Fax: +44 (0) 118 926 7281

Access (North America) inc
Atlanta, Georgia
USA
Airport & Airlines: +1-770-645-2771
ID & Security: +1-703-403-6848
Transport & Ticketing: +44 118 966 3333

Access IS
Interfacing Solutions