

ID CARD PRINTER IS THE RIGHT MATCH

CASE STUDY OVERVIEW



PRODUCT SPECS

- The Datacard® SD260™ card printer
- Offers outstanding print quality, reliability and easy operation
- TrueMatch™ printing technology helps ensure consistent color matching from screen to card, batch after batch.

CUSTOMER: RowZ Technology — a UK-based software and services solution provider dedicated to the sports and leisure industry.

CHALLENGE: Company needed an ID card printing system that could produce secure ID badges and smart cards, and also integrate with Stadium Eye software.

SOLUTION: RowZ Technology selected the Datacard® SD260™ card printer from DED Limited.

RESULTS: The SD260 printer seamlessly integrated into the Stadium Eye accreditation application allowing users to quickly and easily process ID badges and cards for sporting events.

THE NEED FOR FULLY INTEGRATED SOLUTION

RowZ Technology is a niche, sport and leisure industry technology company that provides services and solutions for all professionals in the leisure industry managing stadiums, venues or events. The company offers a flagship product—Stadium Eye Software—which is installed at over 20 premier football and rugby stadiums across the United Kingdom including Arsenal FC, AFC Bournemouth, Chelsea FC, Millennium Stadium and Nottingham Forest — that helps manage season ticket holders, hospitality visitors, contractors, stadium visitors and catering staff accreditation and spectator access.

The company set out to future-proof their investments and offer a complete technology software and hardware package. They began looking at best-in-class card printers that could seamlessly output ID badges and smart cards using the Stadium Eye system, and also match day preplanning, management logistics and incident management.

THE RIGHT INVESTMENT

After careful consideration, RowZ Technology chose to implement the SD260 card printer that was offered by DED Limited, a UK-based distributor that partners with Datacard Group to help expand the reach of Datacard® desktop ID solutions throughout the Europe, Middle East and Africa (EMEA) region.

The printer was selected based on its ability to increase the speed, quality and consistency of the overall operations when printing ID badges. The SD260 printer provides vibrant, clean and crisp ID card and badge printing along with the ability to encode smart cards. Together with the Stadium Eye software, the new printer offered superior speed, quality, reliability, compact size, simple set up and easy integration.



NOW A CRITICAL COMPONENT OF TOTAL SOLUTION

“The SD260 printer has seamlessly integrated into the Stadium Eye accreditation application and allows users to easily and swiftly process badges for visitors, full-time and part-time staff,” said Michael Liburd of RowZ Technology. “This need is heightened on match days when additional accreditation is required for the media and corporate hospitality. The Datacard SD260 printer is a critical component supporting the Stadium Eye Access Control Solution.”

“The Datacard SD260 printer is a critical component supporting the Stadium Eye Access Control Solution.”

— MICHAEL LIBURD,
ROWZ TECHNOLOGY

CORPORATE HEADQUARTERS

11111 Bren Road West
Minnetonka, Minnesota 55343-9015
Phone: +1 952 933 1223
www.datacard.com
info@datacard.com

Datacard, SD260 and TrueMatch are registered trademarks, trademarks and/or service marks of DataCard Corporation in the United States and/or other countries.

©2013 DataCard Corporation. All rights reserved. Specifications subject to change without notice.

IN13-6133