



# Scan engines for OEM self-service ticketing solutions to comply with legislation and streamline ticketing in entertainment venues.

The event ticketing industry is under scrutiny due to counterfeit tickets and extortionate resale prices. As a result, new legislation has been introduced with the aim of curbing ticket touts, in many parts of the world. In fact, the ticketing industry is in a continual state of change and evolution.

## Blockchain & RFID

New technology is seen as the answer to many of the ticketing sector's challenges. For example, Blockchain is set to overhaul the ticketing industry, providing greater control over inventory, operational efficiency and transparency, and greater security. RFID will also help to eliminate fraud through storing information about admission and the ticket's originality, protecting spectators from counterfeits.

## New ticketing technologies

Zebra's scan engines for self-service ticketing innovations give your customers seamless technologies, while providing security and a solution that will last for many years. They can be used for travel, concerts, movies, sporting events or any other use case that requires a ticket.

Work with Zebra Technologies to help your customers with insights and solutions into new ticketing technologies including RFID-enabled badges and wristbands, and tap-to-enter. Deliver shorter queuing times, improve customer satisfaction, drive sales and enable clients to become more productive.

Users will feel instantly comfortable and impressed by the streamlined experience, while the long feature list provides the fast and intuitive service your customers need. Ticketing kiosks also free up workers to focus on excellent customer service and complete other tasks.

With new legislation and new technologies available, talk to our team to find out how to offer the best ticketing experiences for your customers. We can support you with integrating Zebra ticketing technologies into your solutions.



## APPLICATION BRIEF

### ZEBRA SCAN ENGINES FOR OEM SELF-SERVICE TICKETING SOLUTIONS

#### Why Zebra for OEM kiosk technologies?

Zebra is a proven, time-tested technology partner that has a long history of making businesses as smart and connected as the world we live in.

#### Extend your brand

Put your brand on Zebra Technologies white label products to extend your or your customers' brand image and drive consistency across a family of products.

#### Reduce costs

Our OEM customers have proven that by working with Zebra, their support costs reduce. This is because they deal with one family of products, a consistent interface and operational characteristics, versus each customer making a different decision on peripherals and coming back to the OEM for support when something goes wrong. A comprehensive OEM-based solution drives quality consistency, compared with ad hoc solutions that don't.

#### Access to experts

During your ticketing solution development phases, you have access to each of our engineering disciplines (optical, mechanical, software or regulatory) to support every aspect of the development process.

#### Custom products

If there are any custom ticketing requirements, our engineers can perform requested enhancements. This is usually a fee-based service.

#### Support

Our OEM product support is second to none, in terms of our field pre-sales engineers, product documentation, and more.



- The mobile tickets market for sports events will have a growth of 64%, from \$14 billion to \$23 billion by 2023<sup>1</sup>.
- Increased regulation will drive the move towards de-anonymized tickets, making deeper business-insights available in a non-invasive and secure way.
- Seamless and trusted ticketing builds brand trust between consumers and your customers.

<sup>1</sup><https://blog.ventus.io/thoughts-on-top-5-trends-in-ticketing-in-2019-a4fed0c27e1f>

Learn more about our OEM portfolio visiting [www.zebra.com/oem](http://www.zebra.com/oem)



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