

**Products:** LaserChamp and ScanChamp® ScanReader Flow Windows

**Customer:** Toronto International Film Festival Group (TIFFG)

**Application:** Tracking of attendance at Press and Industry Film Screenings, and Order Processing for Guest Orders

Toronto International Film Festival Group (TIFFG) presents an annual public film festival (<http://tiffg.ca>), which includes Press and Industry film screenings.

### **Solution Tool**

LaserChamp II laser barcode scanners. ScanChamp® ScanReader Flow software.

### **Business Situation**

Attendance tracking at TIFF08 Press and Industry film screenings and processing guest orders.

### **Solution**

Attendees have badges with barcodes. Barcodes on badges are scanned as attendees enter a screening room. Attendees barely need to pause as entering the screenings, which provides better experience for them and speeds up process compared to before the system was implemented.

Scans are stored in the scanner memory. After scanning is complete, scans are downloaded from the memory of scanner(s) directly into a spreadsheet for review and then imported into box office system to generate attendance reports which included all the attendees' related information. Reports were then either emailed or could be pulled on demand by various stakeholders.

### **Benefits**

- Reduced cost (25% of system used in previous year)
- Reducing setup and maintenance time by about 90%
- Scanning speed over 300% faster than previous system
- Improved attendee satisfaction

For more information regarding:

Barcode scanning solutions contact <http://serialio.com/>

For TIFFG information contact Grant Te Brugge  
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See some of the stars at TIFF 2008

[Paris Hilton](#), [Jennifer Aniston](#), [Rachel McAdams](#), [Rose McGowan](#), [Anne Hathaway](#),  
[Brad Pitt](#), [Ethan Hawke](#), [Jeff Goldblum](#), [Sir Ben Kingsley](#), [Liam Neeson](#)