

> CHALLENGE

To deliver 40,000 identification badges across the counter within a short timeframe

> MARKET

Event Management - Cannes Film Festival

> APPLICATIONS

Identification and Access Control

> EVOLIS SOLUTIONS

Pebble and Quantum card printers



# The Cannes Film Festival: 40,000 accreditation badges personalized in record time

To issue 40,000 badges instantly for the professionals in the film industry: this is the challenge that the managers of the Cannes International Film Festival have to take up year after year. To achieve this target, the Evolis Quantum and Pebble solutions for card personalization were selected.

“In Cannes, wearing a badge is a must: anytime, anywhere. It is the magic door opener to the largest film event in the world”, explains David Capaldi, Accreditation Manager for the Marché du Film, the international film fair held along with the Festival. This badge grants, or denies, access to the Film Festival and to the film fair.

The first challenge facing the organizers is to deliver 40,000 badges onsite, and within a short timeframe. “Despite all the accreditation requests that we receive, we accept no more than 35,000 applications after reviewing each profile in detail”, says Capaldi. This process is due to two security factors that actually turn out to be another challenge. “Our role is to provide the best access to professionals in the movie industry”. This is why badges are issued across the registration counter to avoid any likely loss or theft when sent by mail. “Some do try to get in at any cost, so we must remain constantly vigilant” elaborates Capaldi. “Printing a picture on the badge makes it possible to avoid forgery or lending

of the badge. And this is a critical issue since we print only one badge per person”.



### 100 types of cards

The third challenge for the managers of the Festival is that there are 100 different types of cards, adapted to different profiles and levels of access authorizations (access restricted to selected sites or screenings). These variations are conspicuous on the badge, with differentiated colors and backgrounds. “Each badge has specific characteristics for accesses and ticketing”, explains Capaldi. “Security agents and welcoming staff must be able, at a glance, to grant or deny access to the area they monitor. The badge, therefore, needs to be legible and should be of perfect printing quality”.



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### New Services for Exhibitors

All visitors entering a screening theatre will have the barcode on their accreditation badge scanned. This helps organizers list all attendees correctly. “At the end of the show, we can provide the vendor of a movie with a list of his attendees to help him spot potential buyers. We are looking to further develop such services that are appraised by professionals”, says David Capaldi.

Tech-Event, a French company in IT solutions for the event industry leverages Evolis printers to manage the delivery of around 40,000 access badges in Cannes. 30 Pebble printers, connected to 2 computers, are deployed throughout the accreditation lobby which is open from 8 a.m. to 8 p.m. They deliver badges to visitors whose identities have been established. Badges come with a color picture ID, text and a barcode. Within the first 4 days, 5 to 10,000 badges are issued each day in the lobby. A part of this production is also handled in advance. *"This is the case for the Cannes Cinéphiles list",* points out Capaldi. *"We print badges before the event and hand them out to the department in charge of distributing them. This is also the case for passes that provide accesses to selected areas of the Festival venue, and mainly used by on-site workers".*

There are about 40 types of such passes, providing differentiated accesses to areas, and according to time schedules or specific events.

**More than 150 Color Cards per Hour**

The Evolis Quantum personalizes these badges. This industrial machine is ideal for large volumes and prints cards in dual-sided mode, mixing and matching texts, logos, images and high-definition barcodes, in color or monochrome. Quantum comes with a feeder and a restacker with a capacity of 500 cards each. Performances are optimized with a dazzling 1,000 personalized cards per hour in monochrome, and 150 cards in color. In Cannes, Quantum is used for catering to 300 to 800 people, and their cards are ready before the Festival kicks off. Overall, this machine handles the delivery of around 20,000 badges.



Pebble4

**Around 30 pebble card printers handle instant badge personalization. A Quantum is used for lists that are provided before the Festival.**



Quantum2



**Wahib Bendib,**  
President, Tech-Event

**What is Tech-Event's Core Business?**

We design and market IT solutions to manage and enroll visitors during events. We cater from 50 to 70 events per year, including the Cartes Trade Show in Paris, or the SIHH Fair in Geneva. For 6 years now, we have also managed visitors during the Cannes International Film Festival and the Film Market, both events being held concurrently in Cannes during May. We have a base of 90 printers to deliver badges during these high-profile events.

**What were the key reasons for selecting Evolis?**

For the past 6 years, we have been working with Evolis who supplied us with several Pebble printers. Since then, we have followed the evolution of their printers and noticed a remarkable zero failure rate. The printer provides fast operation, card delivery within seconds, and the

*"We were won over by the performance, quality and reliability of the printers"*

quality and reliability of the printer are simply outstanding. For example, during the Cannes Festival, we need to produce 75% of the badges during the first 4 days. We are committed

to this level of performance, and a failure is not acceptable. Furthermore, the printers are easy to operate, especially with regards to day-to-day maintenance tasks, such as reloading cards or changing a ribbon. Needless to mention, they are user-friendly and have a very attractive design.

**What are your projects regarding the delivery of badges in Cannes?**

From a technology stand-point, the Cannes Festival badges use a barcode. We have plans to upgrade to an RFID technology in the near future. The capacity to embed multiple technologies into a single card will help us support even better the requirements of organizers and participants.

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