ScanViS ID Case Study

GateGuard all-in-one facial recognition system sped up venue check-in process at SmartHK in Guangzhou

Project requirement

Customer needed an automatic and efficient venue access control solution with pre-event registration to streamline the whole registration process and to improve crowd management.

How did GateGuard help?

ScanViS had deployed a turnkey venue access solution empowered by facial recognition technology at SmartHK, a regional business event organized by Hong Kong Trade Development Council (HKTDC) in late August 2019, with around 1,500 attendees.

On the event day, a total of six GateGuard all-in-one facial recognition devices were installed at different entry points to authorize access to registered attendees. With access log reports and ID management functions on the web GUI at backend, the organizer was able to obtain the attendance records and analytics for future marketing and business planning.

During the pre-registration period, an app was developed with branding elements displaying program schedule and rundown for visitors to register for the event with face image upload. By completing online registration, a confirmation mobile message was sent to the registrant who could use their face as access key to the event.

Results and Benefits

Reduced queuing time.
This venue access turnkey solution reduced 30% of the queuing time of the on-site check-in process, which greatly increased operation efficiency and optimized staffing.

Obtained actionable insights.
The organizer was able to collect attendance records and analytics after the show for event evaluation on marketing performance and for better resource planning in the future.

Improved crowd control
The GateGuard device recognized registered attendee's face in less than 1 second, allowing attendees to freely move through different breakout sessions and the exhibition area without queuing for badge scanning.

Enhanced user experience.
Attendees were happy with the improved speed and contactless check-in process, which significantly enhanced both attendee's experience and organizer's brand image .