FAIRS &
CONVENTION
CENTERS

ENGLISH

AXESS

Hello!
We are Axess.

Axess AG
Innovative technology for a better trade fair experience

Axess is a leader in ticketing and access solutions for trade fairs and convention centers. Since 2002, Axess has been active in the trade fair market and currently more than 30 exhibition centers around the world have installed Axess systems. All of these systems use the latest technologies and comprehensive solutions. In recent years, this Austrian company has developed into a full-service provider for visitor management at trade fair and convention centers. Starting with online registration at home or on site, to entry to the exhibition halls, through to lead tracking. With systems by Axess operators get complete solutions. Axess is headquartered in Anif/Salzburg, Austria, home to the company's sales, marketing, finance, and hardware and software development departments. Customer projects are turned into reality thanks to our project management, and support takes place not only from the Salzburg headquarters, but around the globe. All customers are taken care of on site 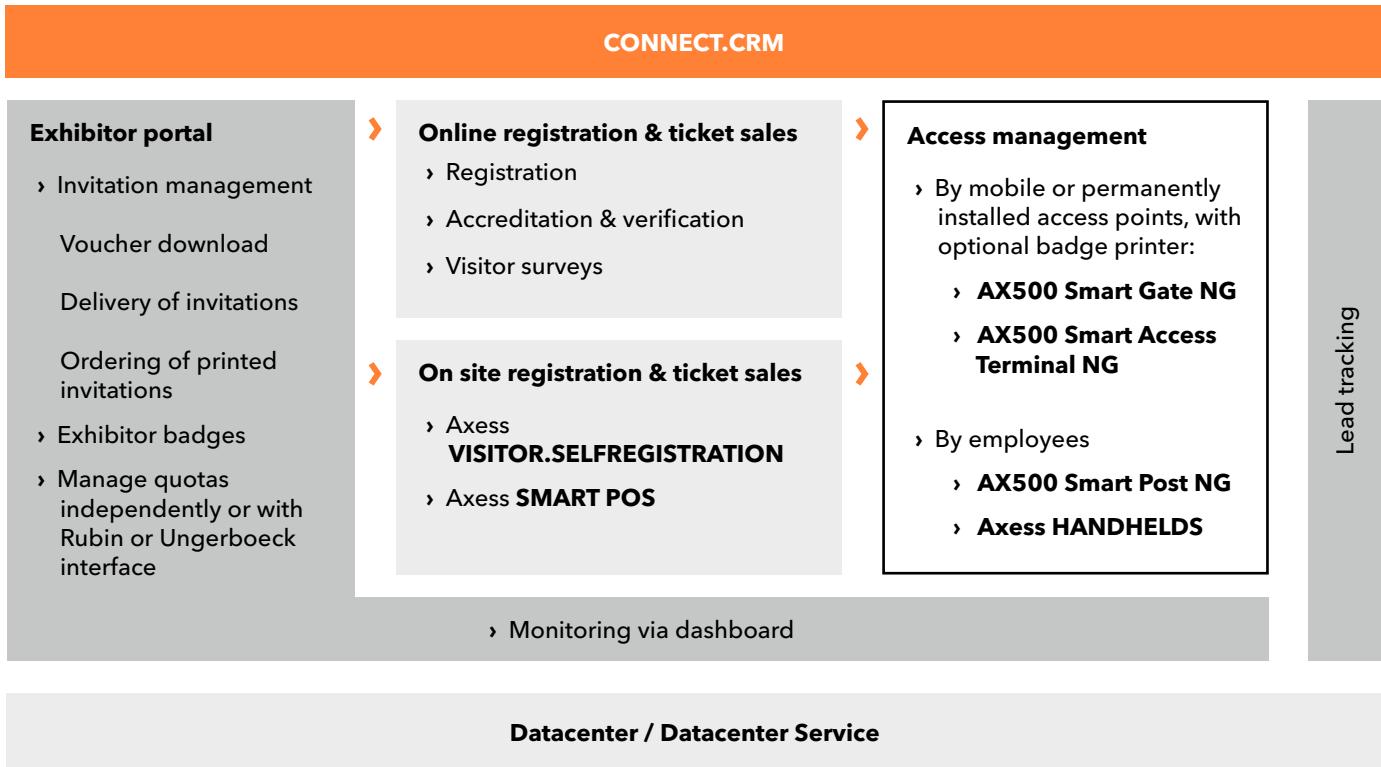and in their own language. All hardware and software products, as well as Axess Smart Cards and Tickets for the various business areas, are produced in the Axess factory in Innsbruck (Tyrol). Company values are based on partnership with our customers and on the individuality of the systems and products. This lays the foundation for global success and high customer satisfaction. Every day, our more than 300 employees are on duty in over 53 countries. Axess AG was founded in 1998 and has 20 subsidiaries worldwide.
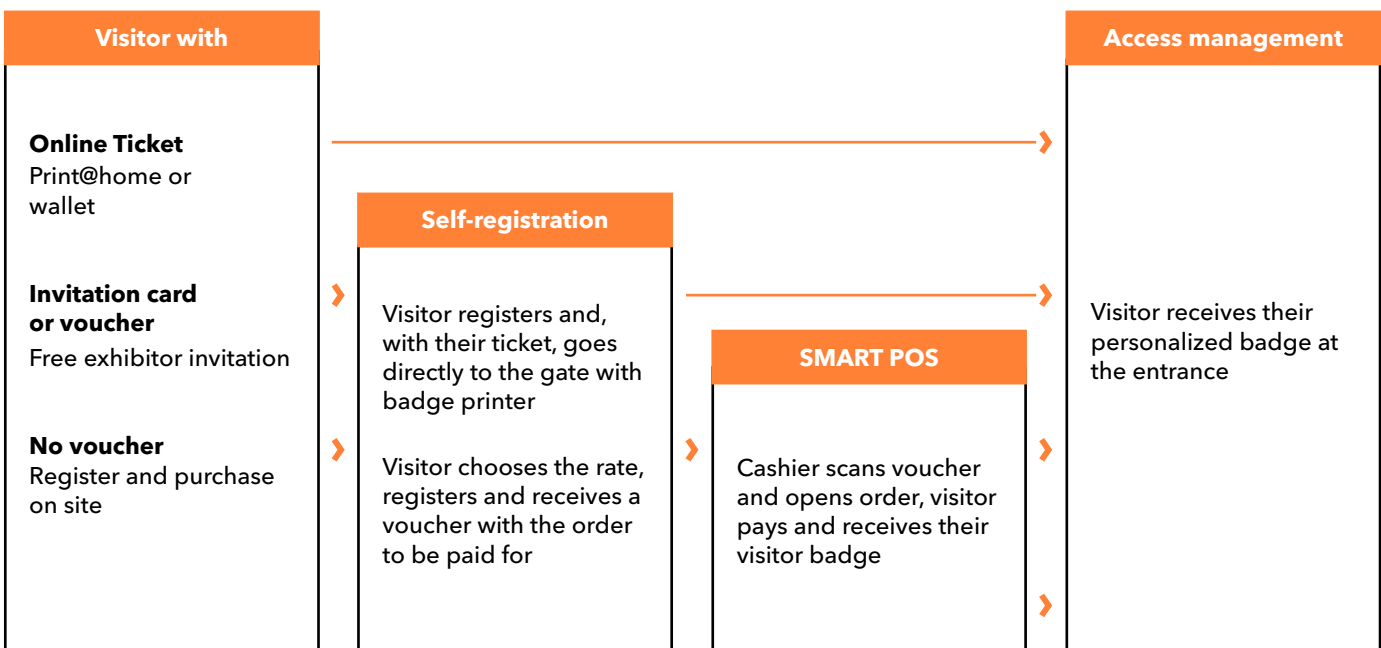
Selection of fair and convention references

Germany
Gesellschaft für Handwerksmessen
Messe Düsseldorf
Messe Friedrichshafen
Messe Leipzig

Belgium
Bruxelles Expo

Czech Republic
Brno Exhibition Center

Russia
Ekaterinburg-Expo

Switzerland
Bernexpo
OLMA Messen St. Gallen

Austria
Congress Messe Innsbruck
Messe Dornbirn
Messezentrum Salzburg
Messe Wels
Reed Exhibitions Messe Salzburg
Reed Exhibitions Messe Wien

Italy
Fiera Bologna
Fiera di Vicenza
Fiera Genova
Fiera Modena
Fiera Verona
Lingotto Fiera Torino

Design of fair & convention systems
Configuration, monitoring and reporting

CONNECT.CRM

Exhibitor portal

› Invitation management

   Voucher download

   Delivery of invitations

   Ordering of printed invitations

› Exhibitor badges

› Manage quotas independently or with Rubin or Ungerboeck interface

Online registration & ticket sales

› Registration

› Accreditation & verification

› Visitor surveys

On site registration & ticket sales

› Axess **VISITOR.SELFREGISTRATION**

› Axess **SMART POS**

Access management

› By mobile or permanently installed access points, with optional badge printer:

   › **AX500 Smart Gate NG**

   › **AX500 Smart Access Terminal NG**

› By employees

   › **AX500 Smart Post NG**

   › **Axess HANDHELDS**

Lead tracking

› Monitoring via dashboard

Datacenter / Datacenter Service

Registration & accreditation process
Options for online & on site registration

Visitor with

Access management

Online Ticket
Print@home or wallet

Invitation card or voucher
Free exhibitor invitation

No voucher
Register and purchase on site

Self-registration

Visitor registers and, with their ticket, goes directly to the gate with badge printer

Visitor chooses the rate, registers and receives a voucher with the order to be paid for

SMART POS

Cashier scans voucher and opens order, visitor pays and receives their visitor badge

Visitor receives their personalized badge at the entrance

Axess VISITOR PLATFORM
Smart solutions for online ticket sales

The Axess **VISITOR PLATFORM** offers exhibition centers the perfect opportunity to improve visitor data quality, reduce wait times at the point of sale, provide registration information or carry out visitor surveys. Rates, GUIs and sales processes can be customized for each event. That's why more and more visitors are purchasing their tickets conveniently online. Together with the Axess **VISITOR.TICKETSHOP**,

the **VISITOR PLATFORM** offers a modern, web-based solution for online registration and ticket purchases. The interface of the ticket shop assists visitors with clear, easy-to-follow steps on how to use the shop and purchase tickets. Axess already offers a wide variety of integrated payment service providers for payment transactions. Professional visitors and members of the press can submit a verification re-

quest to be approved by the trade fair services over the administration interface. The user can create an account in which their verification and sales history can be called up at any time. With Axess **VISITOR.SELFREGISTRATION**, visitors can enter their own data on site. Visitor surveys can also be integrated into the registration process.
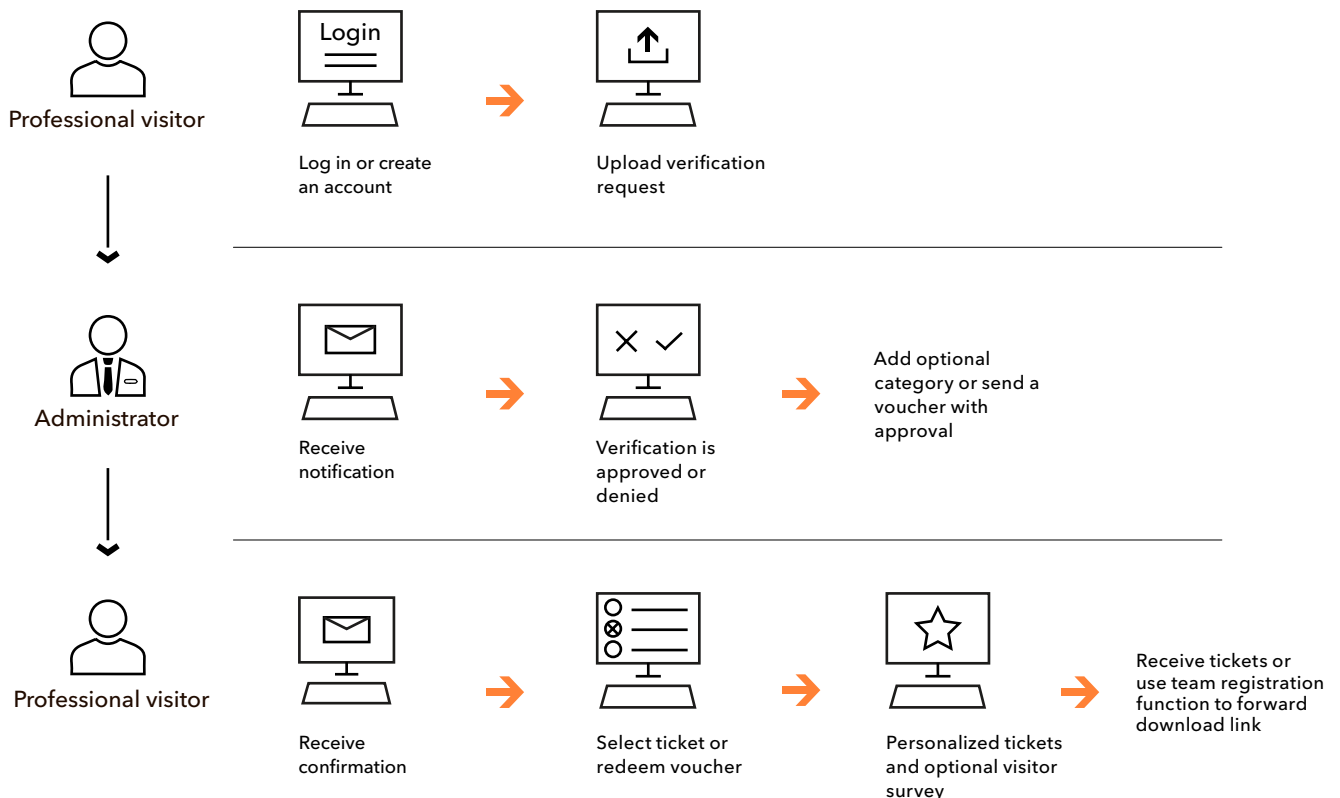
Axess VISITOR.TICKETSHOP
Onlineregistrierung made easy

Public fair

| Select ticket | Enter visitor information | Optional survey | Receive receipt and ticket |

Professional visitor

Professional visitor — Log in or create an account — Upload verification request

Administrator — Receive notification — Verification is approved or denied — Add optional category or send a voucher with approval

Professional visitor — Receive confirmation — Select ticket or redeem voucher — Personalized tickets and optional visitor survey — Receive tickets or use team registration function to forward download link

Axess VISITOR.SELFREGISTRATION
On site registration

On site registration is as easy as pie when you have the option to register yourself. Axess **VISITOR.SELFREGISTRATION**, along with the Axess **VISITOR.TICKETSHOP**, is part of the Axess **VISITOR PLATFORM**. With central and web-based administration and configuration, the web-based kiosk solution allows for vouchers to be quickly redeemed and visitors to be registered using an intuitive interface. A clear separation of registration and payment expedites the registration process while increasing data quality. Google Places API and Google Company Search are used to assist visitors here. Visitor surveys can also be conducted using the registration terminals. If no free guest invitation is used, the registered ticket can alternatively be paid for directly at the cash desk on site. The information required for registration can be defined separately for each event and can be accessed live at any time.

| Select ticket | Personalize | Visitor survey | Receipt |

Scan your voucher

ONLINE VOUCHER

Scan voucher

PROMO2020

Redeem

Select your ticket

Day ticket

➕ Professional visitor   US-$ 25,00

Season ticket

➕ Professional visitor   US-$ 69,00

Total: US-$ 69,00

Continue

Axess SMART POS
The powerful point of sale system

This cash register solution impresses with a powerful system that allows both online and offline purchase of tickets. Axess **SMART POS** can be individually configured and is excellently suited to both public fairs and professional trade shows. A touchscreen allows for easy, intuitive use of the system. With the business card scanner, visitor information can be automatically digitized during registration at the POS and subsequently printed on a badge. Quick ticket issuing capabilities and flexible payment options allow for efficient transactions. The easy-to-read customer display gives visitors an overview of prices and other information. With the camera, photos can be taken for personalized tickets. The receipt printer can even print tickets with barcodes.

In short

› Online and offline operation (local database)

› Fast ticket production with up to four printers

› Visitor registration via business card scanner

› Clearing functionality

› Company and visitor search function

› Clearly structured ticket selection

› Individual positioning of keys

› Select color and rates by event

› Selection of icons

› Several key levels (events, tickets, items, packages etc.)

Touchscreen
Intuitive operation

Customer display
Can be used as advertising space

Camera
High-resolution, for personalized tickets with visitor photo

Business card scanner
For semi-automated collection of visitor information

BOCA Lemur Printer
For fast printing of badges up to 4" wide at the register

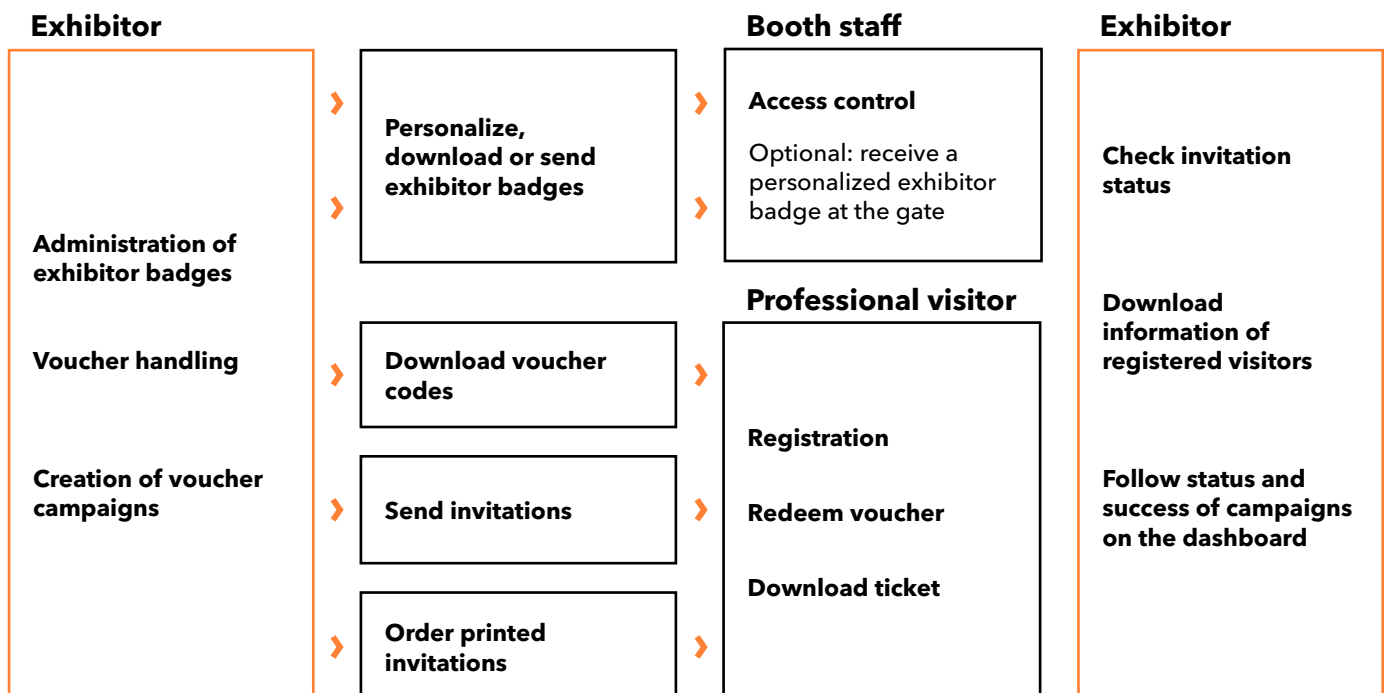**Voucher printer**
Can also be used to print barcode tickets

Axess EXHIBITOR PLATFORM
More than invitation management

The Axess **EXHIBITOR PLATFORM** allows exhibitors to easily manage visitor invitations and exhibitor passes. Corresponding voucher codes are available for download, and printed invitations can also be ordered. Customer data needed for invitations can be imported and customized invitations can then be sent by e-mail. The status of all vouchers and invitations can be checked live, anytime, allowing the exhibitor to stay up-to-date on the success of their campaign, and whether a visitor has already registered or has arrived at the event venue. The exhibitor can also export a visitor's CRM-relevant information. The **EXHIBITOR PLATFORM** of course allows booth staff to easily be registered, and exhibitor badges can be downloaded and sent. Interfaces to standard booth booking solutions allow automated comparison of exhibitor information and their quotas.

Exhibitor

- Administration of exhibitor badges
- Voucher handling
- Creation of voucher campaigns

> **Personalize, download or send exhibitor badges**

> **Download voucher codes**

> **Send invitations**

> **Order printed invitations**

Booth staff

> **Access control**
>
> Optional: receive a personalized exhibitor badge at the gate

Professional visitor

> **Registration**
>
> **Redeem voucher**
>
> **Download ticket**

Exhibitor

- **Check invitation status**
- **Download information of registered visitors**
- **Follow status and success of campaigns on the dashboard**

Axess LEADS
Innovative lead tracking for fairs and conventions

Axess **LEADS** allows live data to be easily collected from booth visitors via the app or the Axess **LEADS** portal. Replacing the tedious work of recording business cards, visitor tickets are scanned and the recorded data is simply downloaded via the **LEADS** portal, allowing you to see how the event is frequented online while it is still taking place. The team at the booth can use the app to add to the visitor's profile, poll interests, save notes or send documents directly to the visitor. Alternatively, the **LEADS** "Quick Scan Function" can simply be activated if exhibitors need to quickly record visitors to the booth.

Scan the visitor badge's QR Code using the Axess LEADS App or Axess LEADS Portal.
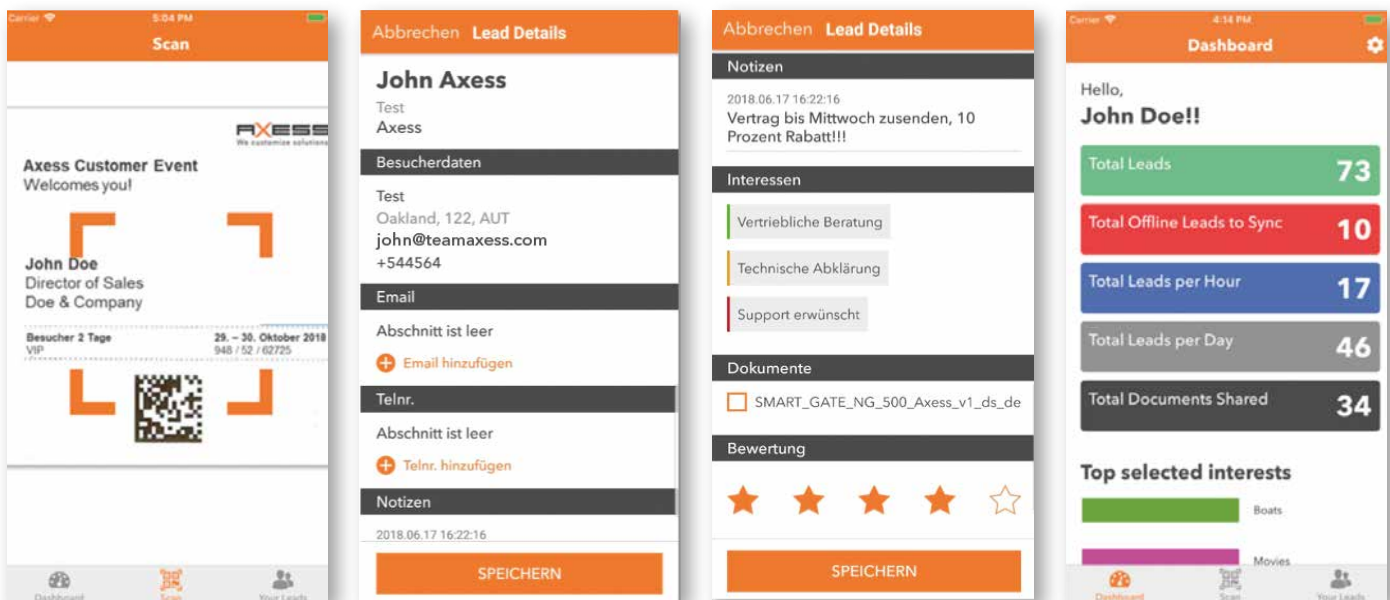
In short

Real-time overview of collected contacts

> Dashboard

> Analyze leads collected

> Download leads
via Excel and CSV export
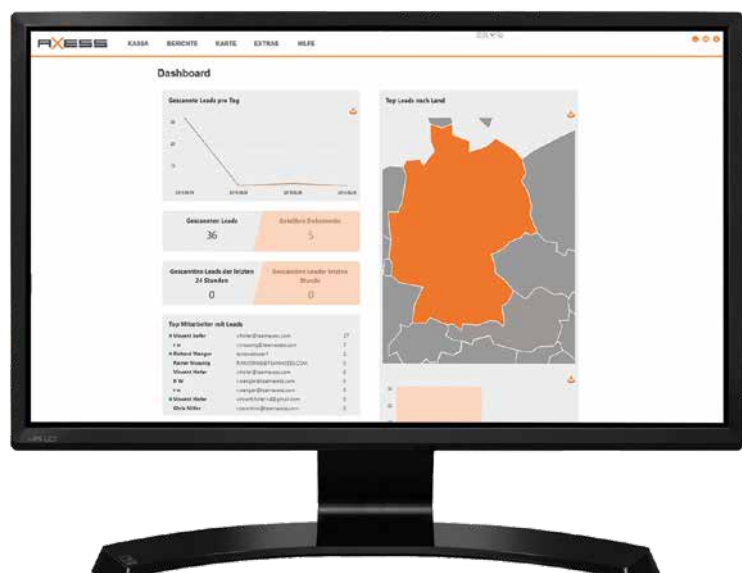
Axess SMART GATES
Access systems with customizable options

The **AX500 Smart Gate NG** was developed to master the challenges of an event right from the initial point of entry. Its modular design makes it the perfect solution for unique requirements and allows individual components to subsequently be changed or updated. In addition to permanently installed access points, Axess offers mobile solutions that can be mounted onto pallets and operated via battery and Wi-Fi modules, among other options, independently of a network and power connection. Axess gates give you high flexibility and improve visitor experience at the venue.

In short

› Equipped with the Axess **SMART SCANNER 600**
› Modular design
› 360° light signal
› Permanently installed or mobile
› Optional battery pack
› Optional Wi-Fi module

Axess
SMART SCANNER 600

WIFI-module

Battery pack

Axess
BADGE B0X 600

360° LED AMPEL

AX500
Smart Post NG

AX500 Smart Access Terminal NG
Perfect for trade fair and convention centers

The **AX500 Smart Access Terminal NG** is the ideal access solution for trade fair and convention centers. The system can be equipped with a turnstile on one or both sides, thus creating two points of access at a single gate.

The speed at which the turnstile opens can be customized. Both check-in and check-out is possible at the same gate. Plus, every gate can be additionally equipped with ADA modules for wider access.

In short

› Possible to enter and exit at one gate

› 2-arm turnstile design eases access when carrying bags or luggage

› Optional – ADA entry for accessible access

› Optional: emergency exit mode with Panic Mechanic

Axess SMART SCANNER 600

Optional features
Panic Mechanic or ADA entry

Die Axess pallets
Flexible and movable access points

The **AX500 Smart Gate NG** can be mounted quickly and easily on Axess pallets. Pre-stipulated installation positions ensure the correct distances and angles are observed. The access point is usually factory-installed on the pallet and must therefore only be positioned and configured on site. The integrated cable ducts easily hide all cords and cables. Simply screw pallets together to create multiple access options. These stainless steel pallets are particularly durable, and the bottom of the pallets features a non-slip surface and offers the perfect design.

In short

› Quick assembly on site

› Fully assembled gate upon delivery

› Flexible positioning thanks to Wi-Fi and battery pack

› For use both indoors and outdoors

› Weatherproof

› Can be installed in multiple rows

› Internal cable duct

› Optional: ADA module for barrier-free access

Mobile stand with wheels
The flexible solution for **AX500 Smart Post NG** and Axess **SMART POST 600**

Mobile pallet
This versatile pallet can be used in all areas

Mobile pallet with wheels
Especially flexible and easy to move thanks to wheels, this pallet is perfect for situations that require high mobility

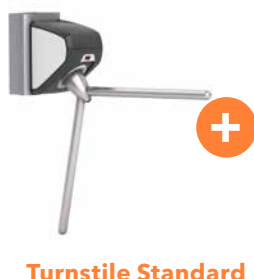# A variety of optional barriers
Turnstile

The durable Axess **Turnstile module** acts as a modern barrier for both indoor and outdoor access points. A light sensor detects an approaching person to allow for contactless passing through. The two-armed design prevents visitors from getting trapped and provides greater convenience. Arms rotate in both directions to allow both entry and exit. In models with Panic Mechanic, the arms drop automatically to clear the way in the event of a loss of power or an alarm.

In short

› Contactless entry

› Customized opening and closing speed

› Acts as a barrier when closed

› Use in both directions – entry and exit at one gate

› Can be used as an emergency exit

Turnstile Standard

Turnstile Panic Mechanic closed

Turnstile ADA

Turnstile Panic Mechanic open

Turnstile Asymetric

Flap, Flap Glass and Flap Paddle

Short opening and closing times characterize the **Axess Flap**. Thanks to intelligent sensors, it can distinguish between people and objects such as strollers or suitcases. The **Axess Flap** Glass with glass doors is the elegant version for indoor areas. The Axess **Flap Paddle** makes an entrance particularly secure as it prevents people from ducking under the **Flap Paddle**. Optional extra wide arms (ADA) ensure barrier-free entry for all modules.

Flap Standard

Flap Paddle

Flap ADA

Flap Paddle ADA

Flap Glass

Axess BADGE BOX 600
A badge printer directly at the access point

A smart update to the **AX500 Smart Gate NG** allows badges to be printed right at the access gate. Using a pre-purchased online ticket, a professional visitor badge can be printed right at the entry to the event, allowing professional visitors, members of the press and VIPs fast access to fairs and conventions. Long waits at the cash desks and registration points are a thing of the past. The registered visitor scans their ticket from their wallet, smartphone or print@home ticket and receives their badge. Once their badge has been issued, they are granted access. The printed badge can be customized for each event and includes all information about the pre-registered visitor. Information on access areas can also be printed on badges for visual inspection.

In short

› Prints badge in seconds

› Up to 1,000 badges per roll

› Viewing panel on the rear to check fill level

› Status information via an illuminated output slot

› Badges of various lengths, up to 4" wide

› Use of butterfly badges

**Axess
BADGE BOX 600**

WireTube Event
Messe Düsseldorf

**Messe
Düsseldorf**

Vincent Hofer
Business Development Manager
Axess AG
Austria

| **Besucher 2 Tage** | **12.-13. November** |
| VIP | 948 / 52 / 62725 |

teamaxess.com

Badge
Flexible design
Professional visitor badge

Axess SMART SCANNER 600 NFC
Turn a smartphone into a ticket

The **Axess SMART SCANNER 600 NFC** is the latest access point module and turns a visitor's smartphone into a ticket. In addition to its existing features, our popular scanner now has an added NFC antenna. In addition to classic data carriers such as chipcards, transponder bracelets, QR codes on print@home tickets or wallets, NFC-capable devices can now also be used – meaning your smartphone becomes your ticket. Tickets can be purchased from the ticket shop and added to the smartphone wallet. The visitor opens their ticket quickly and easily in the app with Google Pay or Apple Pay. Simply hold it briefly near the NFC antenna and the visitor then gains access as soon as the integrated Axess **CONTROLLER 600** has checked the ticket. The module can optionally be equipped with innovative IN/OUT sensors for detecting the direction of traffic. The Check-IN/Check-OUT procedure is made possible with a **SMART SCANNER 600** and the direction can be switched from entry to exit in a matter of seconds.

In short

> Scans 1D and 2D barcodes, print@home tickets and vouchers

> Fold-out reading surface for scanning electronic tickets

> Integrated speaker for audio feedback

> Modular design for fast installation and set-up

> Optional: short-range reader for RFID/NFC devices and bracelet transponders

> Optional: in & out sensors for two-directional use

Optical light signal
For fast access
authorization checks

Housing
To make it easier to retrofit the scanner for existing systems or integrate it into third-party systems. Wall-mounted housing is also possible.

Large 7" LC touch display
Enables direct communication of instructions, hazard alerts, personal greetings or advertising messages at the gate

Swivel tray
Guarantees the perfect distance for faster reading of access authorization

Axess HANDHELDS
Mobile access control for every area

The handy Axess **HANDHELDS** are not only particularly durable and weatherproof, they also feature a high-quality touchscreen with a daylight-capable color display, allowing for comfortable work. Thanks to its intuitive operation, there is no need for extensive staff training. Automatic updates are installed directly onto the device via Wi-Fi. The lightweight **HANDHELDS** can be used effortlessly all day long. In addition to Wi-Fi, LTE versions are also available. The **HANDHELDS** can also be used as a ticket inspector or ticket reader, and an optional pistol grip provides added comfort.

In short

› Intuitive operation

› No costly training needed

› Solid, weatherproof design

› Touchscreen suitable for daytime use

› Automatic sync

+ Housing
Light, solid and weatherproof design for unrestricted use outdoors

+ Color display with touch function
High-resolution color display for optimal operation in daylight

+ Operation
Intuitive smartphone-style touchscreen
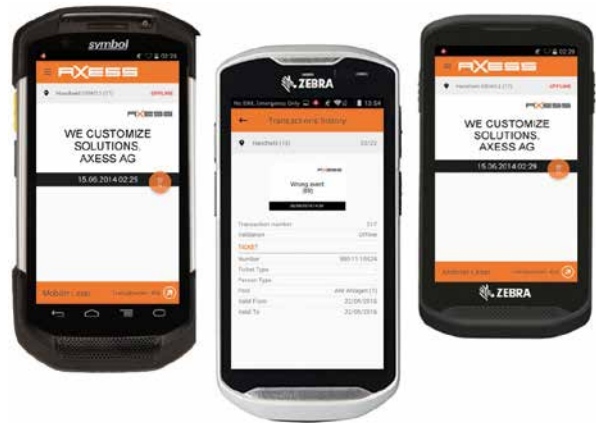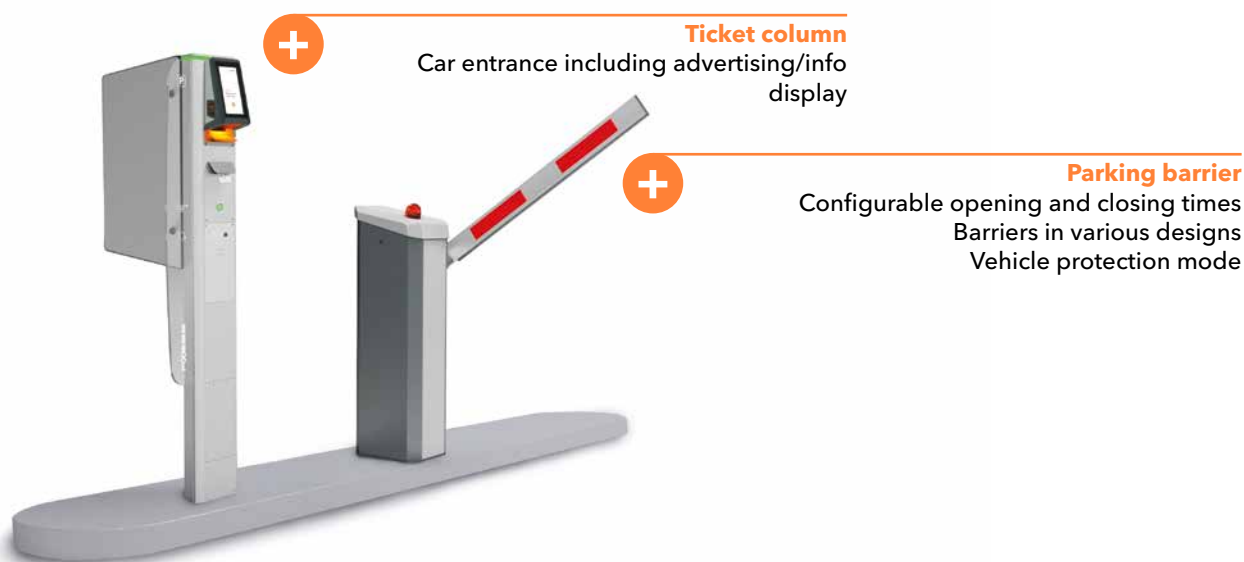
Axess PARKING
Integration of parking space management

Parking management is fully integrated into the access solution for a trade fair or convention center, and can be operated from a central point. This allows, for example, exhibitor badges and visitor tickets to be combined with parking permits. Outside of event times, parking spaces can be made available for unrestricted use or rented as long-term parking spots. Entry to a parking lot or garage needs to be done quickly. Our parking management solution wins over customers with its fast ticket issuing and quick opening in just 1.3 seconds. The sturdy, weatherproof gate is suited for use both indoors and outdoors. A single roll enables 2,500 barcode tickets to be printed, keeping wait times at a minimum. Regular and long-term parking customers can enter even more easily with RFID cards or license plate recognition. With these two options, the user or vehicle receives an account onto which entries and exits to the parking area are registered. Barriers then open automatically.

In short

› Read and check 1D and 2D barcodes and RFID Smart Cards

› Brake-optimized gate

› Online and offline modes

› Call button with intercom

› Visual display screen

› Optional: license plate recognition and credit card function

Ticket column
Car entrance including advertising/info display

Parking barrier
Configurable opening and closing times
Barriers in various designs
Vehicle protection mode

Axess TICKET KIOSK 600
The genius among ticket machines

Multifunctional and interactive: the Axess **TICKET KIOSK 600** combines smart technology and user-friendliness, thus creating a new class of ticket machine. It enables quick, convenient parking and event tickets sales around the clock, and relieves checkout staff at peak times. The Axess **TICKET SCANNER 600** reads barcodes, RFID and print@home tickets as well as QR codes on smartphones, giving visitors a fast, practical self-service option. The 27" color display with touch function provides a good overview of information.

The **TICKET KIOSK 600** also offers a wide variety of payment options and allows parking to be validated using an event ticket. It has a credit card function with country-specific terminal and is equipped for the use of NFC solutions.

High-resolution 27" touchscreen display
Intuitive menu navigation and ADA mode with adaptive screen and service menu for maintenance

Axess TICKET SCANNER 600
Reads RFID tickets in accordance with ISO 14443 or 15693, as well as barcodes and QR codes from mobile devices

In short

› Touchscreen

› For indoor and outdoor use

› Parking and event ticket issuing

› NFC payment capabilities

› Banknote reader

› Optional coin module

› Optional banknote return function

Axess CLICS
The entire system is managed centrally

Axess **CLICS** is the central interface and basis for all configurations, from access to cash registers and reporting. In simple steps, the visitor management system can be individually adapted to meet the requirements of any event using **CLICS**. Whether defining user authorizations or managing different sales channels and their rate structures, these and many other settings can be defined easily with **CLICS** thanks to its intuitive operation. Every user can adjust their **CLICS Dashboard** to meet their own requirements.

All relevant features and data are displayed directly after signing in. An extensive selection of widgets is also available. Reports are integrated in **CLICS** and can be retrieved at any time or automatically sent depending on your requirements. Pre-defined or customized reports can be regularly sent at certain times via a planner. The Axess **INSIGHT.APP** delivers required data to a smartphone in real time. This means that relevant key figures can be called up anywhere, anytime.

In short

› Browser-based software

› Intuitive operation

› Individualized configuration

› Multi-client enabled

› High security with encryption

› Flexible control of sales channels

Dashboard
Easily changeable to meet individual requirements

Security
Highly secure with the latest encryption

Rights and roles management
Problem-free setting of user authorizations

INSIDE.APP
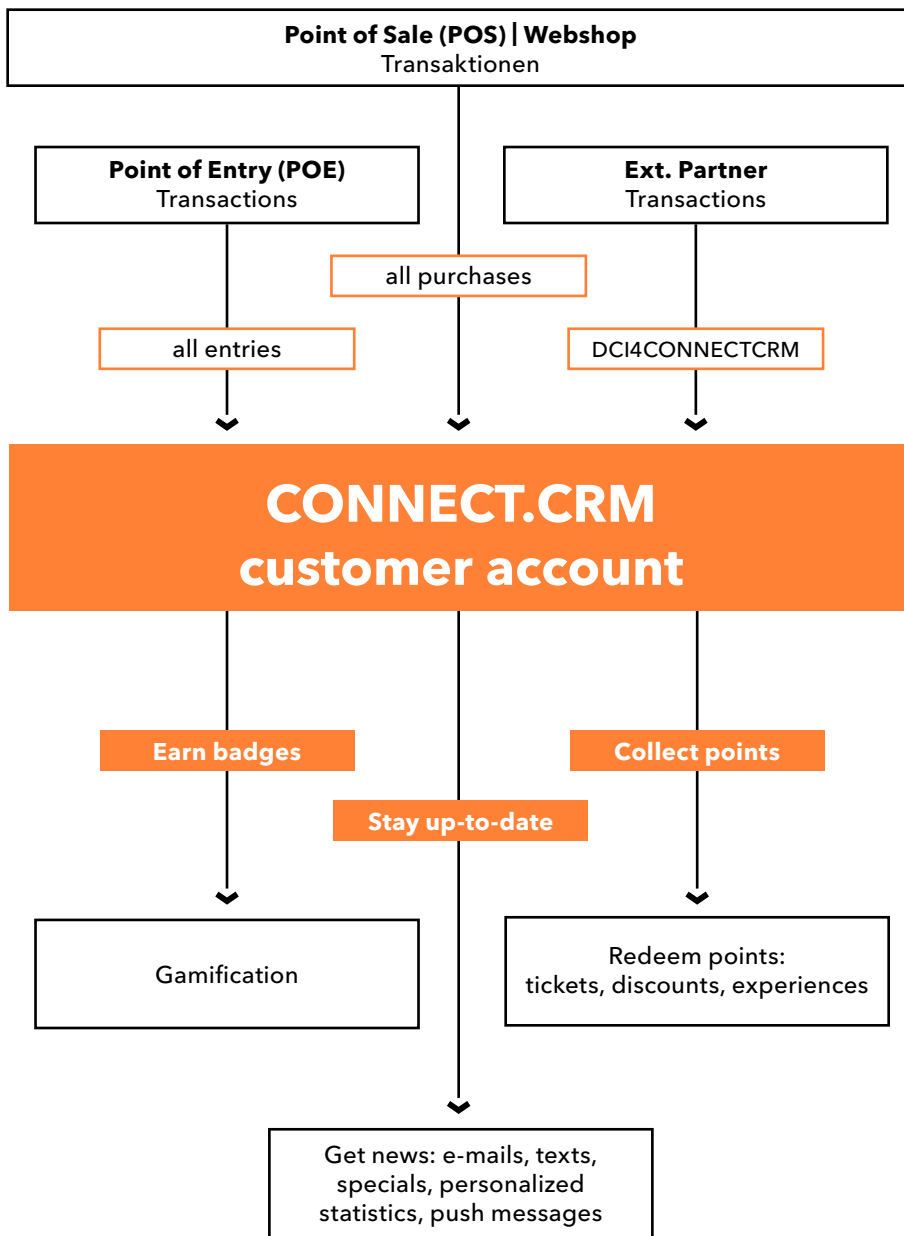Visitors, sales and ticket sales of all sales channels

Axess CONNECT.CRM
Tailored communication with visitors

Axess **CONNECT.CRM** makes systematic structuring of customer relationships possible and helps to improve interaction with visitors. **CONNECT.CRM** enables all access and purchase transactions to be assigned to a visitor account. Data is recorded centrally in the Axess **DATACENTER**. Here, a visitor's personal data is managed in a customer account and can be used for marketing activities. Exhibition organizers get to know their visitors' needs even better and are able to tailor communication to their target audience. Event visits, buying behavior and specific personal data are monitored over various channels. After reporting, news can be sent directly to guests via text message or e-mail with the integrated newsletter tool. In addition to newsletter marketing, Axess **CONNECT.CRM** offers customer retention with gamification. A level-based success system is used to promote loyalty and interaction with visitors.

Point of Sale (POS) | Webshop
Transaktionen

Point of Entry (POE)
Transactions

Ext. Partner
Transactions

all purchases

all entries

DCI4CONNECTCRM

CONNECT.CRM customer account

Earn badges

Collect points

Stay up-to-date

Gamification

Redeem points:
tickets, discounts, experiences

Get news: e-mails, texts,
specials, personalized
statistics, push messages

In short

› Create personalized offers and targeted communication via e-mail, texts and push messages

› Incorporate partners for extended data collection and increased customer value

› Define individual rules for collecting and redeeming bonus points and rewards

› Connect accounts to families/groups

› Structured collection and analysis of customer data in compliance with GDPR

› Evaluations and statistics at a glance

Axess DATACENTER
Smart data management – secure and efficient

The Axess **DATACENTER** is the heart of all Axess systems. All components are connected to the **DATACENTER** online. It manages and communicates with clients – the terminal devices in the system. The centrally collected data is used to create individual invoices and reports with just a few clicks of the mouse. The **DATACENTER** also forms the basis for the Axess **WEBSHOP** and Axess **CONNECT. CRM** solutions. It features the highest security standards. Choose from two options to get the best system for your needs.

The Axess **DATACENTER SERVICE** offers first-class support without an on site server. As an application service provider (ASP), the entire operation is handled by Axess. The server does not need to be supervised, and you don't have to worry about a backup. The database is hosted by Axess and the servers are constantly checked for availability. Plus, the hardware is continuously maintained to keep the systems up-to-date. The data center has the highest security standards (ISO 27001) and the latest premium hardware. This means that you can deal with day-to-day business on site while the Axess team takes care of the **DATACENTER SERVICE**.

DATACENTER SERVICE
Service packages

› **DCS Basic / Medium / Large:**
Up to 50 clients; complete DATACENTER environment for e-commerce; updates; software licenses

› **DCS Enterprise:**
All DCS Basic services for an unlimited number of clients; georedundant; external expert support for design, patches and emergencies

› **DCS Enterprise Premium:**
All DCS Enterprise services plus database cluster in a dedicated environment; high-performance e-commerce applications; greatest reliability; individual maintenance window

In short

› Low investment costs

› No IT and database administration required

› High availability through clustered server and database landscape

› Automatic data backup

› Axess handles maintenance and service of components

› Automated supervision of systems and databases

› Emergency power supply

› Internet connection redundant

› Georedundant data centers

LOCAL DATACENTER (On-Premise)
You also have the option to install a local server on site. Clients have two options:

Axess **DATACENTER SERVER**

Clients have the option to integrate a server into their local infrastructure. This solution is especially popular with clients who have their own IT department on site. However, Axess can also take over supervision and maintenance.

Axess **APPLIANCE**

With this option, an active/passive or active/active cluster is installed. Two servers work together and take over or share the work. This guarantees fail-safe operation even if a problem occurs.

In short

› Does not rely on internet connection

› Tailor-made solution on premium hardware

› Maintenance, servicing and monitoring can be done by Axess

› Embedded into local infrastructure

Axess Service
Focused on being by your side

Als Kunde sind Sie unser Partner. Wir stehen Ihnen bei jedem Prozessschritt unterstützend zur Seite. Vom ersten Besuch vor Ort, bis zur finalen Abnahme. Mit der Standard-Support-Vereinbarung erhalten Sie Zugang zu unserem Helpdesk und Unterstützung durch unseren Support. Unsere internationalen Tochtergesellschaften bieten Support in Ihrer Muttersprache und in Ihrer lokalen Zeitzone. Alle Anfragen werden dokumentiert und so schnell wie möglich bearbeitet. Wir arbeiten rund um die Uhr an Lösungen für Sie.

PROJEKT-MANAGEMENT

› Tour of premises

› Consultation and support

› Network planning

› Final site acceptance tests

› Start-up

› On site support during start-up

› Event support

HELP DESK

› Support in local language

› Support in local time zone

› Support extensions

› Support pages

› Upgradeable support agreements

› Hotline: +43 6246 202 50
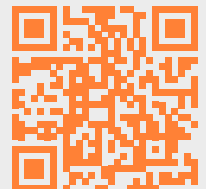
TRAINING

› On site training (through implementation)

› Special training for admins

› Operator training (staff on site)

ONLINE-MANUALS

› Our manuals are available exclusively online – for the good of our planet.

FAIRS &
CONVENTION CENTERS