

ID&C Ltd, the global market leader in RFID wristbands and credentials for live events, and PässeVIP, Brazil's largest security wristband provider have announced a strategic partnership that will see the latest RFID wristband technology reach South America's expanding live entertainment sector. The partnership follows a successful RFID wristband deployment at the Rock in Rio festival last summer, where 40,000 of ID&C's RFID wristbands were used for contactless payments and access control. Since launching its RFID wristbands at the Coachella Festival in 2011, ID&C has gone on to supply more than 3.5 million RFID products to live events around the world including in 2013, The UEFA Champions Festival, Rock in Rio, Bonnaroo and British Summer Time.

ID&C's head of RFID, Steve Daly said: "South America and more specifically Brazil is a very tech savvy and forward thinking territory. We wanted to align ourselves with a company that has the same ethics and customer focus that we pride ourselves on here at ID&C. We are delighted to be working with PässeVIP to service the growing demand in Brazil for our products." With this new wristband technology, patrons will no longer need to carry a lot of cash into festival venues, which translates into added safety for the public, says Antonio Bindi, co-owner of PässeVIP. "Furthermore, with the use of RFID, we will get people out of the huge lines, thus increasing sales and revenue as we speed up and simplify the purchasing process," he predicts. "We couldn't think of a better strategic partner than ID&C to help us implement such advances around here," sums up Bindi.