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### **Rock and wristbands beat paper at WOMAD festival**

**26 July 2010** – This month, Etherlive will be working with WOMAD festival organisers to provide the infrastructure for a pioneering pilot scheme that replaces paper-based crew meal tickets with electronic cards.

Based on radio frequency identification (RFID) technology, each crew member at this year's WOMAD festival will be provided with a smart card, which allows them to collect food from the canteen once their card has been placed on a special reader.

Chris Green, managing director at Etherlive says, "The WOMAD crew were previously given paper tickets to claim their meals. The problem with this was that they would get lost or ruined, were hard to track and were open to duplication.

"The implementation of RFID cards for crew members will help to combat these problems by enabling WOMAD organisers to know exactly how many staff have claimed meals and who they are. The system will also help WOMAD to better manage their costs."

RFID technology has yet to be successfully deployed in volume at festivals and represents a first for this year's WOMAD event.

Chris Smith, festival director, at WOMAD adds, "A lack of reliable technology has stalled the success of RFID at festivals, but Etherlive's commitment to providing permanent, reliable connectivity will supply the basis for success at this year's WOMAD event.

"WOMAD is an exciting test case for the deployment of RFID at festivals, and I believe it could soon be rolled out in other ways. This is the first step in the journey towards cashless events where festival-goers use their wristbands to pay for their drinks, goods and food."

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#### **About Etherlive**

A successful event depends on great performances. From WOMAD and The Green Man Festival to the Southampton Boat Show and the Three Counties Show, we are the ones that make IT work.

Etherlive sits behind the scenes delivering reliable Wi-Fi internet, telephony, laptops, PDQs and interactive messaging. Whether in a field or a building, we make connectivity simple.

<http://events.etherlive.co.uk>