

\*Press information for release XX September 2011\*

## **Chip and pin goes wireless at live events Etherlive confirm Green Man Festival and Masterpiece among first to take up technology**

Etherlive, the UK's leading technology provider for live events, expects the roll out of new wireless chip and pin technology to improve efficiency and increase sales at a series of summer spectacles.

Wi-Fi PDQ machines use a local Wi-Fi network rather than GPRS, meaning they are not reliant on mobile phone networks which often reach capacity at outdoor events.

The new technology has been successfully deployed by Etherlive at Goodwood Festival of Speed (30 June - 3 July) Brinkworth Country Show (14 Aug) and Masterpiece London 2011 art fair (30 June - 5 July), with WOMAD Festival (29 - 31 July) and Greenman Festival (19-21 August) also using units for ticket sales and merchandise.

Traders at the events will use the same banking rates and procedures they have for other PDQs and those without an existing merchant account will receive full set up support. The PDQ units work in conjunction with the Etherlive onsite wireless network to provide reliable constant connectivity fully supported by Etherlive's engineering team, enabling dedicated connectivity regardless of network demand.

Since launching in the UK in 2005, chip and pin has come to be accepted as the quickest and most secure way of receiving payment, making card purchases easier for customers and encouraging higher spends. After registering concerns from organisers about the reliability of chip and pin machines at large-scale events due to the reliability of the mobile networks, Etherlive led the search for a market changing product capable of harnessing Wi-Fi.

The launch is part of a wider Etherlive campaign to help organisers of festivals, concerts and exhibitions and improve their efficiency and accountability using technology, ultimately impact on the bottom line.

Other examples of Etherlive's focus on delivering innovative technology include the Etherlive Accreditation System, using Radio Frequency ID technology pioneered by Etherlive which was successfully rolled out at the 2010 WOMAD Festival. The innovation slashed catering costs and wastage by allowing the crew members' meals to be monitored with the use of contactless cards (similar to London Transport's Oyster card) lanyards rather than paper tickets, and the use of plant items to be closely tracked, avoiding legal pitfalls.

Ken Brewerton Director of the Brinkworth Country Fair who also used the units in 2011 said: "These new units have a much better battery life than our GPRS machines and are much quicker to process a transaction but the best thing is they are actually reliable when the crowds arrive"

Tom McInerney, director at Etherlive said: "As a reliable payment system is crucial to the smooth running and profitability of events, we are excited at being able to bring Wi-Fi PDQ units to the live events sector. Take up so far has been pleasing and we are confident that after the units come to the fore at large festivals and exhibitions, they will prove to be the industry standard in years to come."

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**For further information / pictures, please contact  
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## About Etherlive

- Etherlive is one of the UK's leading providers of IT and communications technology for the live event sector.
- Etherlive is a specialist in large-scale indoor & outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.
- Etherlive partners to provide services for WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
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