



App Prevents Unauthorized Ticket Sharing at Events

The Patron's Photo is Linked to their Ticket ID for Visual Verification upon Re-Entry

BOSTON, MASSACHUSETTS, UNITED STATES, June 24, 2014 /EINPresswire.com/ -- The developers of codeREADr, a ticket validation app used by more than fifty (50) ticketing companies globally, today released 'photo-postback' technology to help event holders prevent lost revenue from unauthorized ticket sharing. The app can be integrated with existing ticketing and access control systems or independently deployed at any event.

With photo postback, when a patron temporarily leaves the venue an attendant uses codeREADr to scan their ticket with an iOS or Android device and then takes their photo. The ticket ID and photo are linked and stored in a client managed Dropbox folder. When the ticket is scanned by codeREADr upon re-entry, it's validated and the stored photo presented for visual verification.

"After exiting an event, tickets and wristbands can be covertly shared among friends and family, or even re-sold to third parties. Hand-stamping and traditional wristbands are helpful but subject to transfer and counterfeiting. For greater security, tamper-resistant wristbands and biometrics are good options but they can be time-consuming and expensive to deploy. Photo postback is a simple, low-cost alternative that works with any ticket type, including print-at-home and mobile tickets which are growing in popularity," said Rich Eicher Sr., a director and founding member of the codeREADr app and SaaS platform.

The app's SD PRO scan engine enables iOS and Android cameras to quickly and accurately scan any printed or mobile barcode currently used for ticketing. The app can also read RFID/NFC tickets using accessory devices and offers manual entry and name/ID lookup options.

Photo postback can be used as a stand-alone service for re-entry validation, with or without access to the event's ticket database. It can also be deployed with codeREADr's ticket scanning & validation services for first-entry access control.

For more information please visit codeREADr's Knowledgebase [here](#).

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About codeREADr

The codeREADr app and SaaS platform enable enterprises and third-party integrators to easily implement local and cloud-based auto-ID and data capture solutions (AIDC) using smartphones, tablets and other smart devices.

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