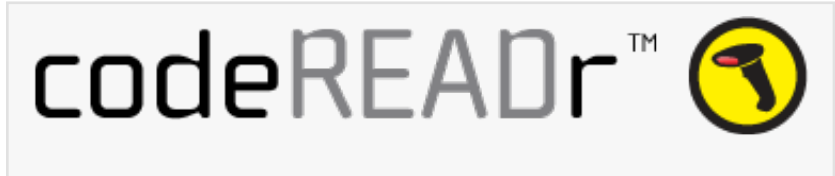


App Validates Ticket Vouchers Sold by Third Party Marketing Services

Event Promoters Can Now Merge Ticket and Voucher Databases into a Single Validation Database



BOSTON, MA, UNITED STATES,

January 28, 2015 /EINPresswire.com/ -- The developers of codeREADr, an enterprise barcode scanning app with integrated Web services, today announced removing the access control barrier for event promoters that sell tickets through marketing services not integrated with their own ticketing system. These promoters can now merge ticket and voucher IDs from unlimited services into a single, cloud-hosted database for the codeREADr app to validate against.

The use of ticket resellers is common in the ticketing industry. Most mainstream resellers coordinate their sales with the ticketing company responsible for the event. Using that model, all ticket IDs are stored in a single validation database.

However, event promoters sometimes use non-integrated sales channels to promote their events. Tickets sold by those marketing services are often sold as ticket vouchers generated by the service provider and are stored in a separate database.

While these supplementary channels can help increase sales, the existence of multiple databases poses an access control problem for validating both tickets and vouchers.

The codeREADr app solves this problem by enabling promoters to combine these databases into a single database hosted in the cloud. Validation can be done online where the ticket is validated in real-time. Alternatively, validation can be done offline with the database downloaded to the iOS or Android devices and later synced to the cloud.

With this merged database, promoters and their venues can catch attendees using duplicate or fake tickets, even if Internet connectivity is slow or unstable.

“The ability to sell tickets by leveraging the marketing power of services like Living Social or Groupon is attractive to many event promoters. The problem arises when those third-party services aren’t integrated with the promoter’s ticket database. By enabling the merging of independent databases into a single validation database, codeREADr helps these promoters prevent ticket fraud,” said Rich Eicher Sr., codeREADr’s Director of Business Development.

“Print-at-home and mobile tickets are increasingly popular with consumers but pose a problem for promoters as they are easily copied. Now it’s more important than ever for promoters to have good access control systems in place,” added Eicher.

The codeREADr app can scan 1D and 2D barcodes on traditional printed tickets as well as print-at-home and mobile tickets and vouchers. The SaaS platform offers a trial service for testing and

evaluation. Paid plans start at \$9.99 per device.

For more information please see codeREADr's access control Best Practices article [here](#).

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[About codeREADr](#)

The codeREADr app and Web service 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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This press release can be viewed online at: <http://www.einpresswire.com>

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