

# OEM Use Case: Ticketing Kiosks

## From standard products to customised solutions

### Initial situation

Paris Gare du Nord station is the busiest in Europe with 700,000 passengers passing through every day. Clapham Junction in London handles 2,000 trains daily. How are transportation systems handling such numbers of people, and their ticketing requirements? Of course, many buy their tickets via an app, but many still purchase or collect their tickets at the station.

Self service kiosks, as in retail, are transforming the customer experience in busy environments, where speed of transaction is key! A major rail company is rolling out the next generation of ticketing kiosks, working with QUAD Advanced Systems and Superlead to deliver innovative custom OEM barcode scanning modules for Integration into the ticketing kiosks.



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### The solution

The solution chosen as the “off the shelf” fixed position scanner was the Superlead 7168G. Cleverly housed in a form factor with only 60mm depth, it provides excellent scanning characteristics through its large 88mm x 57mm window.

With Superlead’s ability to provide in-house customisation within a very short timeframe, their 7168G was the ideal base model from which the eventual integration-ready examples would be created.

### Superlead 7168 Embedded Barcode Scanner

- Ability to read all types of 2D bar codes
- Large scanning window, large vision sensor
- Self-induction image reading
- Support motion reading, Scanning sensitivity
- Large than normal sized paper and mobile screen codes can be read quickly and accurately



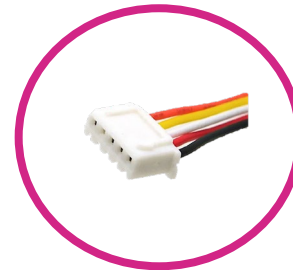
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### What the client needed

Self-Service kiosks need to be ultra reliable, easy to use, and as immune to vandalism as possible. To provide these benefits, for both the public user and the rail company, the following specific customisation to the scan module was carried out to ensure enhanced durability, provide integrated cable connections and maximise the viewing angles for the user :

- **The replacement of the standard plexiglass with 8mm tempered glass**
- **A moulded bespoke JST connector was provided in place of a RJ50 box**
- **Enlarged screen**
- **IK10 tested (highest level of impact resistance rating for enclosures)**



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### Results and benefits:

- Custom scanning solution using an adaptable base unit ensuring durability and a great user experience
- Customisation modifications from Superlead in just a few days
- Seamless OEM integration within the kiosk

### Self Service Benefits

- Reduced wait times
- Faster processing of each transaction
- Great accessibility for all (mobility and language, for example)
- Frees up staff for other customer-facing roles
- Real time information
- Opportunities for up-selling (extra revenue streams)



Convenience for the traveller in such a hectic environment is key. Whether purchasing or collecting tickets, their journey begins the moment they enter the station. Self service, done well, is transformational.

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QUAD Advanced Systems and Superlead have formed a strategic partnership to deliver exceptional quality and solutions for highly efficient reading of 1D and 2D codes, all of which are suitable for a wide range of applications. By combining their expertise, the two companies strengthen their position within a number of key industry sectors, providing both hardware and OEM solutions for a multitude of retail and transportation applications.



Your QUAD Advanced Systems team is here to help you with your OEM integration requirements. Work with us to develop custom solutions that take advantage of the latest barcode scanning technologies by integrating them with complementary hardware solutions to deliver transformational customer experiences.