



Winston Cup Museum

Customer case study

TECHNOLOGY/PRODUCTS

- Fargo DTC400 Direct-to-Card Printer/Encoder
- Fargo Print Security Suite

TOP REASONS WHY THE WINSTON CUP MUSEUM CHOSE FARGO PRINTERS FOR THIS PROJECT:

- Speed of the printing process for quick access to the museum
- Ability to print double-sided cards
- Print quality to match image quality of the museum
- Ease of use for ticket sellers

"The most important benefits to us were the printer's ability to print double-sided cards quickly and the quality of the print job itself."

*Bill Soper
Curator
Winston Cup Museum*

ID Card Printing Speed Important at New NASCAR Museum

The Challenge

It should come as no surprise that a museum chronicling NASCAR races would value speed. Speed was one of the reasons why Winston Cup Museum curator Bill Soper selected the Fargo DTC400 to print its ID cards.

The Winston Cup Museum opened its doors on May 11, 2005, as a tribute to the R.J. Reynolds Tobacco Company's 33-year NASCAR sponsorship, which ended in 2003. During the ribbon-cutting ceremony, Winston-Salem Mayor Allen Joiner said, "This facility will not only be a great addition to our downtown revitalization efforts, it will also assist in our efforts to bring visitors and conventions to our city." The museum features a mural recounting the 33 years of sponsorship, as well as tributes to The Winston Million, The Winston No Bull 5 and The Winston, three RJR-sponsored programs.

Anticipating large crowds, especially during the museum's first year, meant that providing quick and easy access to the museum was important, according to Soper. He looked for an ID card printer that could accommodate his needs.

Solution Found

Soper selected the Fargo DTC400 Direct-to-Card Printer/Encoder on the recommendation of a business colleague. It uses Direct-to-Card®, or dye-sublimation, technology. Heat is applied to a dye-based ribbon of yellow, magenta and cyan panels. During printing, a print head containing hundreds of thermal elements heats the dyes on the ribbon until they vaporize and diffuse into the surface of a blank card. By combining colors and varying the heat, the printer can produce up to 16.7 million colors.

"The most important benefits to us were the printer's ability to print double-sided cards quickly and the quality of the print job itself," Soper said. "The DTC400 is small, fast and able to print two-sided cards." Because ID cards are printed by ticket sellers at the ticket window, ease of use was important, too, as most of the museum's ticket associates are unfamiliar with ID card printers.

All guests of the Winston Cup Museum receive an ID card, which they insert into a turnstile to gain access to the museum. A bar code on the card unlocks the turnstile, which uses Kantech security software and hardware. EpiSuite software is used to create card templates, and import graphics and cardholder data onto ID cards.

"I was impressed with the technical ability of the museum's staff," said Pat Cosmo, a Fargo integrator with Integrated ID Systems, which specializes in digital photo ID systems and solutions. "We had several conversations prior to the purchase, but now the employees at the museum are very self-sufficient. We haven't had one support call."

The two-sided, four-color card features a Winston Cup race car on the front, and a reminder on the back that 20 percent of all ticket sales is donated to local charities, including the Wake Forest University Baptist Medical Center, Brenner Children's Hospital and Victory Junction Gang, a medical camp for children with chronic or life-threatening illnesses. (Victory Junction Gang also uses a Fargo DTC400 to print ID cards at the camp.)





HID CORPORATION
AMERICAS &
HEADQUARTERS
15370 Barranca Pkwy
Irvine, CA 92618
U.S.A.
Phone: (800) 237-7769
Tel: +1 (949) 732-2000
Fax: +1 (949) 732-2360

HID CORPORATION
ASIA PACIFIC
19/F 625 King's Road
North Point, Island East
Hong Kong
Tel: (852) 3160-9800
Fax: (852) 3160-4809

HID CORPORATION, LTD
EUROPE, MIDDLE EAST, AND
AFRICA
Haverhill Business Park
Phoenix Road
Haverhill, Suffolk
CB9 7AE
England
Phone: +44 (0) 1440 714 850
Fax: +44 (0) 1440 714 840

The DTC400 also accommodates Fargo's Print Security Suite, which enables users to upgrade the security of the card issuance process. Print Security Suite, a suite of hardware, software and electronic processes that reduce the risk of counterfeiting, includes five software applications:

- "Print Control" enables security managers to set passwords for the printer itself, keeping out unauthorized users.
- "Print Notification" allows users to set specific hours of operation for the printer. Any use during unauthorized times can trigger an e-mail or text message to the system manager.
- "Security Imaging" uses a fluorescing ribbon to add covert security features that are visible only under ultraviolet light.
- "Print Diagnostics" captures and communicates printer issues electronically to service technicians.
- "Supplies E-Ordering" automatically notifies the operator when supplies are low.

"The Winston Cup Museum currently uses only the supply notification feature but purchased the suite of software for future upgrades to its ID card system," said Cosmo.

Results

Currently, there are three variations to the Winston Cup Museum card to accommodate tickets for adults, children and those allowed access at no charge. Future enhancements will be made as membership to the museum is introduced. Soper estimates the museum will print about 5,500 cards during its first year.

Museums usually don't want visitors to touch the materials, much less take them home, but at the new Winston Cup Museum in Winston-Salem, N.C., every visitor is encouraged to take home at least one souvenir – the ID card. "We wanted to do something different for our guests," Soper said. "It only costs us about 50 cents to print an ID card, and it makes a nice, quick souvenir of someone's visit."

