



## ARIZONA STATE FAIR FLASH

### 2007 Arizona State Fair Going Wireless

**New and efficient e-card means more prizes for fairgoers**

---

**PHOENIX, OCT. 13, 2007** - When Fairgoers check in for La Grand Wheel, Cyclone or Pirate Island, or try their luck at any of the Arizona State Fair's games this year, they won't be handing the operator grubby little cardboard tickets mired in pocket lint. They'll be using bar-coded credit card-size cards that are secure, replaceable and less vulnerable than cash.

"The story of little Johnny losing his ride tickets is as old as the carnival," says Bil Lowry, IT director for Ray Cammack Shows (RCS), the Laveen-based company that operates all the rides and amusements at the Arizona State Fair.

With electronic ticketing — "e-tickets" — every purchase comes with a receipt so if you lose your card, you can immediately get your rides reinstated by visiting Guest Services. E-tickets, issued in the form of a "FunPass," are expected to not only make things easier and safer for Fairgoers, but the wireless electronic system that RCS sets up at the Fair offers significant business benefits that come back to Fair visitors in the form of more prizes and a cleaner Fair environment.

"We get up-to-the-second accountability and we're able to cut down on labor and expenses," Lowry says.

The FunPass system depends on an extensive wireless network that allows RCS to shoot special encrypted signals across the Fairgrounds from every ticket box.

As a result, there's no more weighing hundreds of thousands of used tickets at the end of each day. According to RCS, each electronic card

replaces two to three sheets of perforated tickets that had to be shredded and recycled.

"An entire pallet — about a ton — of paper tickets is replaced by a few boxes of cards," Lowry says.

The electronic system provides tremendous benefits in inventory management as each prize, be it a bicycle or stuffed animal, is electronically tagged with a bar code. This allows RCS to do the same work with less staff while controlling costs, Lowry says.

According to Lowry, electronic accountability cuts down on potential thievery, ticket counterfeiting and fraudulent practices — and that safeguard tends to elevate the overall wholesomeness of the Fair.

Fairgoers who purchase ride wristbands, such as the Supercuts Unlimited Ride Wristband, will still be able to use those as they will also be bar-coded.

You are receiving this email because you are a member of the local media. If you would like to be taken off the list, please email Kristi Walsh with the words "PR Unsubscribe" in the subject line or call 602-257-7163. Please do not reply to this email address.  
Arizona Exposition and State Fair, 1826 W. McDowell Rd., Phoenix, AZ 85007