

## Italy's Custom looks to bring ticketing to life

*Italian company Custom has developed a range of digital signage and Augmented Reality solutions aiming to change the end consumer's experience and optimise the work-flow of casino, betting or lottery operators*

By using AR, Custom is aiming to enhance the customer experience by allowing them to access real technological support using their own eyes and devices. In layman's terms, this allows customers to use their mobile phones to scan a TTTO coupon to bring the ticket to life, map attractions or illustrate amenities and offers. It can be used to display information, video, game statistics or advertising. Alongside this, the company was showing the TK306, the smallest LED colour available.

Designed and developed to make its mark on the entire entertainment world, its Dry Toner technology delivers colour print quality (1,200 dpi resolution). LED-head technology without moving components means a total absence of nozzle maintenance, unlike with inkjet and laser printers. Alessandro Mastropasqua, Communications and Marketing manager, said: "This really is revolutionary for the market. It is the first real solution that eliminates the need for pre-orders of prints and unused post-event tickets – difficulties encountered throughout the entertainment sector but also throughout the MICE (meetings, incentives, conferences and exhibitions) sector. From sports to culture via festivals and fairs, conferences and events, it offers the best colour printing quality, the most innovative technology for visual identification applications such as badges/tickets/single ID cards and labels, which are increasingly used in small, medium and large companies."