

Belgian F1 Grand Prix will host more than 150,000 at world's most challenging race track using advanced RFID access management solution

SPA-FRANCORCHAMPS, Belgium, August 2010 – The Belgian F1 Grand Prix event will again use a state of the art RFID-based access management solution provided by systems integrator RFIDEA using TOSHIBA TEC thermal label printers for more than 150,000 racing fans.

With its long straights, variable weather and demanding mix of corners, the legendary Spa-Francorchamps circuit is one of the calendar's toughest prospects and a firm favourite with drivers and racing fans alike, mainly due to its fast, hilly and twisty nature.

"To provide 150,000 fans a fast and flowing access to one of the world's greatest car racing events was a big challenge," Jerome Coulon of systems integrator RFIDEA said. "Our brief was to manage a fast entry of a vast crowd in a very short period of time, limiting the number of fraudulent entries to an absolute minimum."

RFIDEA introduced the RFID-based access control solution during the 2007 GP F1 event for an estimated 26,000 VIP visitors, working with TOSHIBA TEC to assure that every VIP received the appropriate entry ticket for the pre-defined viewing zones.

"We partnered with TOSHIBA TEC and other technology providers to deliver the world's most secure access control system to what is considered the finest Grand Prix Formula One race of the season," Jerome Coulon said. The continuously improved access management system has been in use for every Belgian Grand Prix since.

Advantages of the Belgian GP Formula One access control system:

- ✓ Saving of considerable manpower previously needed for manual handling and mailing of the tickets;
- ✓ Managed Automation of digital access control system;
- ✓ Improved visitors' fluidity at spectator entrances;
- ✓ Increased security; fraudulent entries reduced to a minimum
- ✓ World-class solution which takes the organization to the next level of professionalism;
- ✓ Introducing new safety improvements using RFID

"We went from a 2CV to a Ferrari! Without exaggeration, I think moving from our manual handling system to this electronic system, we cut the handling time essentially ten-fold. The tickets were printed mid-July and within two weeks, more than 35,000 tickets were already sent to the racing fans. It used to take us 3 months to do the same with our manual system!", André Maes, organiser of the Belgian Grand Prix said.

The Belgian Grand Prix Formula One race takes place Aug 29 2010 at Spa-Francorchamps.

About TOSHIBA TEC

TOSHIBA TEC Europe (TERIS) manages product planning, marketing, sales, service support and distribution of point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems throughout Europe, the Middle East and Africa. As a total solution provider, TOSHIBA TEC Europe offers a complete package from consulting and system design to system installation, operation and maintenance.

Headquartered in Brussels, Belgium TERIS has three divisions: the Retail division; the Auto ID division and the Services division.

TOSHIBA TEC is an independent operating company of Toshiba Corporation, the seventh largest electronics/electrical equipment company and the world's 91st largest company in terms of sales. Ranked by Fortune magazine as the eighth Most Admired Electronics Company in the World, Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide. Fiscal year revenue in 2008 was approximately \$67.9 billion.

For more information on TOSHIBA TEC point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems, or for a dealer in your area, call +32 2 410 2100 or visit the TERIS web site at www.toshibatec-eu.com.

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About RFIDEA

RFIDEA is a belgian based System Integrator specialized in the development and the implementation of Automatic Identification and Data Capture Solutions. Companies such as BAXTER, GSK, BNPP, La Poste, Belgian F1 GP, others have trusted us with the development of the optimal Automatic Identification and Traceability Solutions. Stricly sticking to its ISO 9001 certified procedures, RFIDEA is the ideal one stop partner for your Track&Trace Project from A to Z.

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- ***The TOSHIBA TEC ST-A10 is a durable and award-winning TouchPOS system***
 - ***Winner of the 2007 G-Mark Design Award in Japan***
- ***TOSHIBA TEC is strongly committed towards protecting the environment; The A10 TouchPOS has a carbon footprint minimized throughout the entire lifecycle of the product – from manufacturing to retail operations to a controlled recycling process.***