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Ingenious admission passes fight fraud, save money and look sharp.
It's all good news for a growing music festival.

Jazzed-up admission passes defeat counterfeiters and wow Rochester music fans.

The challenge

The Rochester International Jazz Festival, sponsored by Xerox,® has quickly become one of the world's most popular and respected music venues. It attracts more than 125,000 people a year from around the world to Rochester, N.Y., each summer.
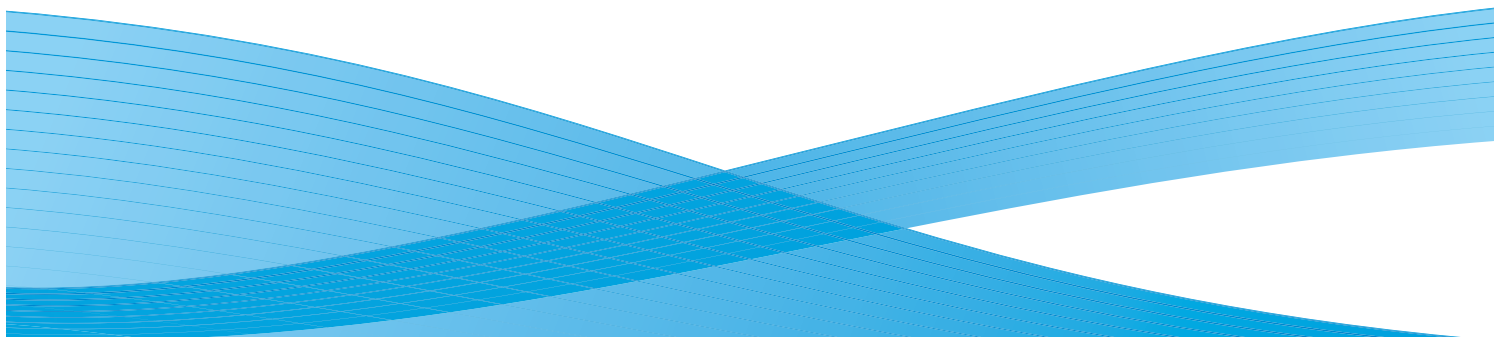
During the weeklong event, numerous artists perform at locations across the city. Many of the festival's events charge admission, and festivalgoers can purchase a full pass to attend them all or they can purchase individual tickets to different venues. Because of this ticketing format, the festival has historically had issues with fake or fraudulent tickets.

In past years, the festival organization would have the tickets produced out of state to minimize the likelihood that the tickets would be copied. For 2009, organizers were looking for a simpler, more efficient way to prevent fraud. They also wanted to elevate the festival's brand identity with a more professional, polished set of admission passes.

The solution

Festival officials Marc Iacona and John Nugent partnered with Xerox to develop a pass system that would address several challenges at the same time. Save money on out-of-state production and shipping. Reduce fraud. And improve the image of the festival through the materials it provides to attendees.

Xerox proposed incorporating the Xerox FreeFlow® FluorescentMark Text specialty imaging technique, combined with a highly durable stock that would outlast multiple, daylong events. Fluorescent imaging enabled them to print a unique phrase on festival passes that was only visible under a special UV security light. The technique is one of a variety of five text effects that work with a variety of Xerox digital presses—monochrome, highlight color and full color—to increase security while adding visual interest to virtually any application.

Xerox Rochester International Jazz Festival
Case Study

"Pass holders could simply validate the pass by having ushers flash a special light over their pass at the entrance to verify that the pass was authentic," says Karen Willand, Worldwide Workflow Marketing Manager at Xerox. "This technique made the passes very difficult to counterfeit," she says.

Xerox Polyester Paper 14 mil specialty stock printed on a Xerox iGen4™ Press with FreeFlow Print Server was used for the solution, making the passes weather- and tear-proof, so they'd stand up to heavy use across the nine-day event and still look clean, professional and top-quality.

The benefits

The festival organization was thrilled to be able to save money on out-of-state shipping and support local businesses by printing the passes locally. Many pass users who attend the festival year after year noticed the improvement in the quality of the pass. They also liked the fact that they could gain entrance to every event with a single ticket, rather than having to present a festival pass for each venue and other documentation.

"The passes made life easier for them so they could fully enjoy the festival—and it kept counterfeiters from exploiting the event," Iacona says.

Reducing the stress and worry about fraud enabled festival organizers to concentrate on putting on a great show—a job that takes all year to plan and organize.

It's no surprise that the festival organization wants to use Xerox FreeFlow Fluorescent Mark Text again next year. In fact, for 2010 they plan to expand the application to introduce a shiny new VIP membership card.

"This was a great solution and it gave the festival a level of professional polish. What's not to love?" Nugent says.

> ### Now you see it, now you don't
>
> With fluorescent Xerox FreeFlow imaging, it's easy to add a level of security to valuable documents such as admission tickets or event passes. The pass holder simply presents the pass to an usher at the entrance of an event, and the usher authenticates the pass by checking for a hidden message under a special light. In just seconds, attendees are admitted into the event.
>
> Here's how it works: Under normal light, the security mark appears as a speckled box and the content is virtually impossible to decipher. But when a UV or black light is scanned over the box, the content becomes visible.

**Make your appearance at next year's jazz fest.
Use your UV light and reveal the dates below.**

> **June 11–19, 2010, Rochester, NY**

**Marc Iacona and John Nugent
Festival officials,
Xerox Rochester International
Jazz Festival**

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On the web:
www.rochesterjazz.com

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