



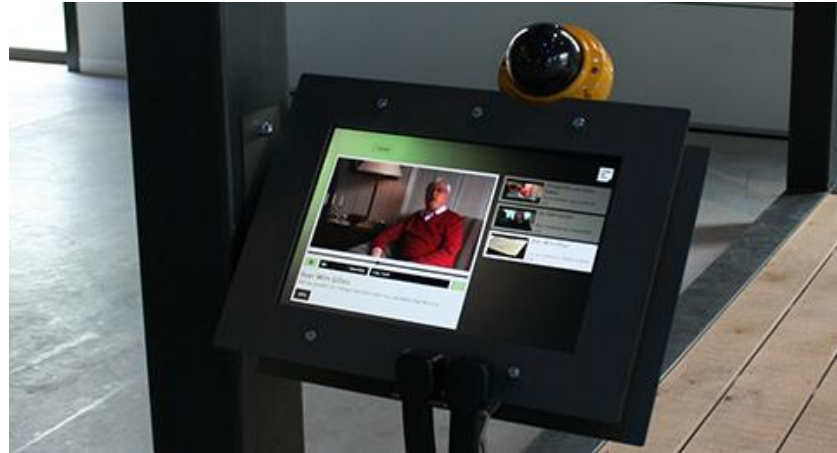
Secure Access
at the Speed of Life



Case Study

EXECUTIVE SUMMARY

The ICER (Industry, Culture, Education and Recreation) Innovation Center wanted to showcase a highly experiential biometrics-based solution to museum visitors. The center, which highlights how innovation is shaping our world, installed FST Biometrics' IMID Access at fifteen



checkpoints throughout the museum. Visitors are able to register as users before they begin their museum tour, then, when they pass through the interactive checkpoints, they gain valuable information about the museum exhibit, provided to them with personalization.

CHALLENGE

The ICER (Industry, Culture, Education and Recreation) Innovation Center is a museum showcasing innovation and technology in the area of iron and manufacturing in the town of Ulfst, in the Netherlands. People of all ages have recently begun to flock to this museum, housed in what was once a deburring department, and is now a highly experiential facility dedicated to increasing the understanding of the value of innovation to the world.

The ICER Museum was investigating the possibility of utilizing innovation as a demonstration of "itself," and arrived at the doorstep of FST Biometrics for a potential solution.

The challenge was to provide a biometrics-based component for the museum's visitor experience that would be intuitive and easy-to-use for museum visitors, while also showing off how innovation can impact our lives.

SOLUTION

FST Biometrics proposed a fun, interactive concept for the ICER Museum. The company installed 15 "checkpoints" throughout the museum, where visitors would be able to utilize FST's IMID system to gain valuable information about the museum, provided to them with personalization. This would all take place via the face recognition that serves as a foundation of FST's In Motion ID technology.



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RESULTS

To date, the ICER Museum has hosted more than 14,000 people, each of whom has had the option to experience the museum through the interactive IMID-based In Motion Identification system.

Kees Nieuwenhuijse, interim director of ICER Innovation Center, said, “The interactive, In-Motion-Recognition system provided to ICER by Ensura Solutions BV, FST Biometrics regional distributor, is a perfect complement to the exhibits we have here at the innovation center. FST’s technology helps our visitors maximize their time at ICER at the pace that makes sense for them, since FST’s system is able to personalize the ICER experience for each individual.”

Bas de Leeuw, CEO of Ensura Solutions BV, said, “The way we have used In Motion Identification at ICER is a great example of how innovative and new technology can change our lives.” During the opening, Dutch King Willem-Alexander and Queen Máxima were able to experience FST’s In-Motion-Identification.



King Willem-Alexander of the Netherlands interacts with a facial recognition station in the ICER Innovation Center. The Dutch-based museum, which showcases the latest in manufacturing innovation and technology, employs FST Biometrics’ In Motion Identification™ (IMID) technology to allow visitors to gain personalized information about museum exhibits as they pass through interactive checkpoints. Source: ICER.EU



Queen Máxima of the Netherlands registers as a user at a facial recognition station in the ICER Innovation Center. The Dutch-based museum, which showcases the latest in manufacturing innovation and technology, employs FST Biometrics’ In Motion Identification™ (IMID) technology to allow visitors to gain personalized information about museum exhibits as they pass through interactive checkpoints.

Source: ICER.EU

For more information, please visit www.fstbm.com.