



Trusted for:
Professional cycling event

Partner: Heyden Securit GmbH
Scale: 2,500+ credentials

Product: Rio Pro Xtended
Location: Baku, Azerbaija

Protecting Azerbaijan's first pro cycling race



Magocard printers from Ultra Electronics ID provide instant personalisation for high profile event.

The Heydar Aliyev Anniversary Tour is a five day stage race which takes place around Baku and the foothills of the Greater Caucasus. The 2012 event was the highest profile ever staged in the region and the first to feature professional riders.

Heyden-Securit GmbH, the official Magicard Master Dealer for Germany, Austria and Switzerland was

tasked with designing a comprehensive and reliable accreditation system well in advance of the event.

Heyden Securit's complete ID card solution featured the new Magicard Rio Pro Xtended long format printer, Securit ID software, Xtended PVC cards and personalised lanyards.



“

The system worked perfectly. It was a simple case of add data, print, fix the lanyard – ready!

”

Michael Gordalla, Managing Director of Heyden Securit GmbH

In total, Heyden-Securit delivered more than 2,500 personalised credentials. The Xtended cards were preprinted, colour-coded with the national colours of Azerbaijan and punched prior to the event. On the day organisers in Baku simply had to personalise each one with the details of competitors, officials, VIP guests and press. Each card was personalised and printed instantly using the new Magicard Rio Pro Xtended printer integrating seamlessly with Securit ID software.

All access areas and personnel - including the secure zone for bicycles and other team equipment, press, all organisers, Police and many others were clearly defined and controlled to enable the best access and safety for everybody involved in the race.

The new Magicard Rio Pro Xtended personalises extra-long plastic cards for ticketing, accreditation and product labeling. Long format cards provide more design options, superior visibility and are widely used for security badges at sports and music events.



For 18 years, Ultra Electronics ID has designed card technologies with a focus on the customer and a mission to create trusted identification for a safer world. Globally, hundreds of organizations and thousands of companies trust Magicard identity printers to issue millions of secure identification badges every year.

Learn more at www.ultramagicard.com



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