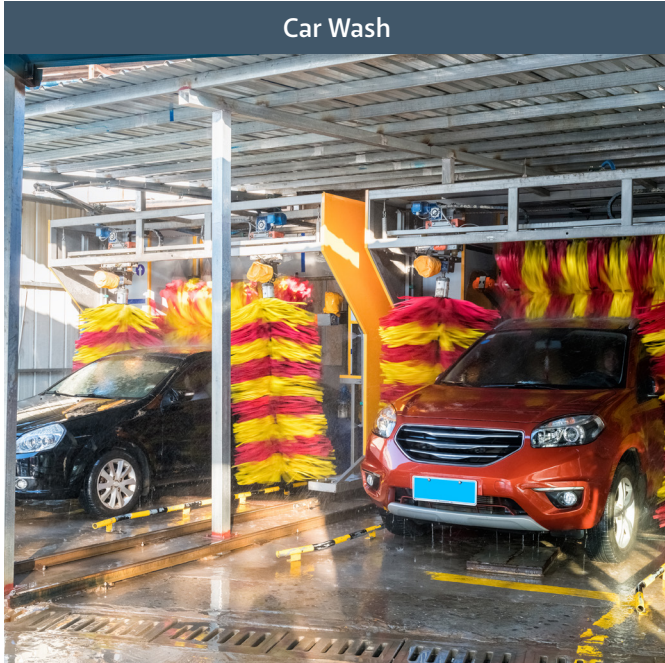


Case Study Car Wash

TagMaster long range RFID readers and tags enabling a smooth and quick detection for car wash



Car Wash

Summary

Using TagMaster Radio Frequency Identification (RFID) readers and tags, Brückner Car Wash reads a unique ID embedded in a windshield-mounted, tamper-evident TagMaster windshield tag. It then validates the account holder information in a secure database, before vending the appropriate service depending on the customer subscription (car wash Gold/Silver/Bronze).

Challenge

Customers want a truly hand free access to car wash being able to drive into the car wash without having to leave the car. At the same time the customers want to be able to preconfigure which kind of wash the car will undergo and customers want a weekly/monthly billing stating time, day and car which have used the car wash.

Outcome

The result is a quick, easy, and personalized experience for the customer. No need to step out of the car to buy a ticket, no need to roll down the window to press a code. Convenient hands free access to the car wash at any time

of the day. For the car wash owner - it's higher throughput, greater customer loyalty, and improved cash flow through recurring subscriptions.

Solution

A TagMaster XT-1 reader is placed at the entry of the car wash. With a reading range of up to 8m the reader will detect any car which has placed a TagMaster Windshield tag in the front window of the car. The reader will verify whether the car has approved access to the car wash and will initiate the WQT-500 terminal from Brückner Car Wash.

Customers will have the option to choose from various wash programs (if approved for this) or the terminal will initiate the appropriate car wash program which has been preset. The TagMaster Windshield tag is encrypted with SecureMark ID to prevent any cloning.

Brückner car wash can be administered from any computer or device through a management and reporting platform. Profiles are created and managed through an easy interface for each customer. The number of washes used in a billing cycle is tracked in the system. The customer is then billed daily/weekly/monthly by choice. This is especially useful for commercial fleet accounts where usage can be compiled and invoiced on a monthly basis specifying the exact time and date of the vehicle washes. Limits can be programmed for a maximum of usage in a given period of times.

Automated billing is run nightly, and there is also an option for manual billing. Brückner Car Wash can generate reports on member activity, invoices, and transaction records. Limits extracting information in CSV or PDF files.

PRODUCTS USED

XT-1 reader	152500
Windshield TagMaster tag	221000

REFERENCE

Brückner Terminal WQT-500
www.waschtechnik-shop.de