

http://www.smartcardstrends.com/det_atc.php?idu=6815



An OMNIPRESS Publication, 11, rue de l'Elizée, 78410 La Falaise, FRANCE
Director of publication: Yvon Avenel - ISSN: 1763-3494
Wednesday 19 March 2008

INSIDE

- Home/Cover
- Search :
- About Us
- News Articles
- From the Industry
- Archives
- Events
- Glossary
- Editorial planning
- Links
- Contact US



Pro Active announces its Prox'N'Roll contactless smartcard device

San Diego, March 12, 2008.
Pro Active announced today that it will expand the range of its electronic and industrial information technology products with the addition of its innovative PROX'N'ROLL contactless smartcard device.

In its first application, PROX'N'ROLL simplified and expedited tradeshow attendee contact information capture for more than 150 exhibitors and organizers of the Salon Cartes 2007 held in Paris. PROX'N'ROLL effortlessly recorded the information of those attendees who stopped by a booth or attended a presentation. No painstaking writing down of names or even having to ask for business cards. In fact, PROX'N'ROLL not only simplified lead capture, but it may also increase it.

PROX'N'ROLL Reader/Writer was introduced in the shape of a colorful, small yo-yo with the capability to store its connecting cable in a convenient, safe, and compact place by winding around itself. This unique design not only met the needs of this show, it will also enable it to be used in numerous applications, introduced in many other settings, and customized to special situations.

For nearly a decade, Pro Active has combined top-of-the-line technology with responsiveness to market demand for innovative and reliably engineered products that serve its clients' needs. As one of these products, the PROX'N'ROLL Reader/Writer is compatible with any contactless ISO 14443 card standard. In one transaction, the content of the smartcard is read and transmitted via a serial port or USB to a computer or host. Easy to carry, PROX'N'ROLL can be mounted or placed on any stand or table. Because of its integrated system capabilities, PROX'N'ROLL identifies, authenticates, and collects the data of guests in any area that one wants to monitor, like booths at a tradeshow.

The official service provider for the electronic management of attendees at the Salon Cartes 2007 Tech-Event, selected the PROX'N'ROLL not only for its technical capabilities, but also for the collaborative nature that Pro Active is known for.

Wahib Bendib, executive manager at Tech-Event, said, "Pro Active is a group of professionals who have your attention!"

He added: "We wanted a system with a highly visible and colorful design; one that would be reasonably indestructible; that would be easy to mount with a cable that was easy to store; and, which our exhibitors could display and utilize without a cumbersome device. And Pro Active did it! It was very exciting to deploy a solution like PROX'N'ROLL for the Salon Cartes 2007. We were astonished with Pro Active's responsiveness on this project, which allowed data capture of visitors not only using Mifare cards, but also individuals using Calypso cards. PROX'N'ROLL is extremely efficient and very easy to use. Pro Active's engineers are designers who have a great understanding and facility with RFID technologies and, what is most important to us, they were able to adapt their knowhow to match our specific requirements. Our own engineers were able to collaborate perfectly with theirs."

When Wahib Bendib recalls the significant points of the collaboration, he talks about availability, which for him is tangible added value. "Pro Active was extremely dynamic. They offered us a solution that worked immediately. There was no additional service, maintenance, or repairs needed. PROX'N'ROLL is reliable, flexible and original. And PROX'N'ROLL performed above our expectations."

Pro Active : 18/03/2008

[Send to a friend](#)

SUBSCRIBE TO YOUR PERSONAL SMART NEWSLETTER



[CLICK HERE](#)

> [See the Summary](#) <



© OMNIPRESS 2004. All rights reserved.

[->Privacy Policy](#)
[->Copyright](#)

