

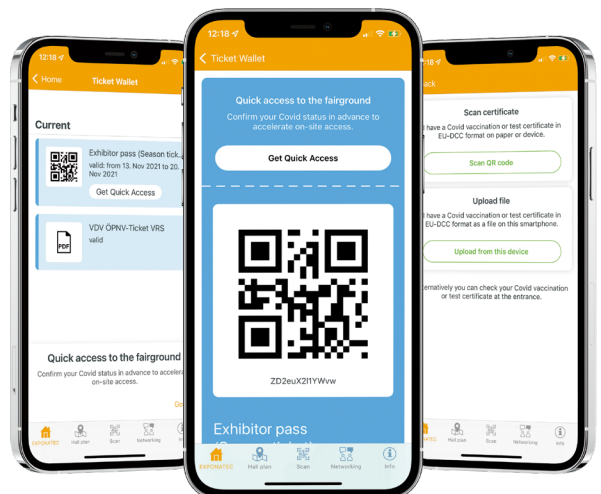
CASE STUDY

**KOELNMESSE
FIT FOR THE
FUTURE WITH
INNOVATIVE
TECHNOLOGY**

Together with the Cologne-based cybersecurity company UBIRCH and the Berlin-based software provider Corussoft, Koelnmesse has developed a process to speed up access controls at the trade fair entrance. As a result, trade fair visitors arriving from an EU country and having access to an EU Digital COVID Certificate (EU DCC) can now link their COVID proof to their trade fair ticket. The first successful test of the innovative solution took place at Anuga 2021 – the world’s most important trade fair for the food and beverage industry.

For fast and automated verification of all EU-compliant Digital COVID certificates (DCC), Koelnmesse relies on UBIRCH’s Universal Verification Service. This enables to check the COVID status on site, in advance via an existing app, website or individual ticketing system.

In case of the Koelnmesse, the trade fair ticket and proof of the COVID status (vaccinated, recovered, tested) no longer have to be presented separately at the trade fair entrance, but can be linked by the customer in advance in the respective trade fair app.



In cooperation with
corussoft 

IT WORKS AS SIMPLY AS THIS

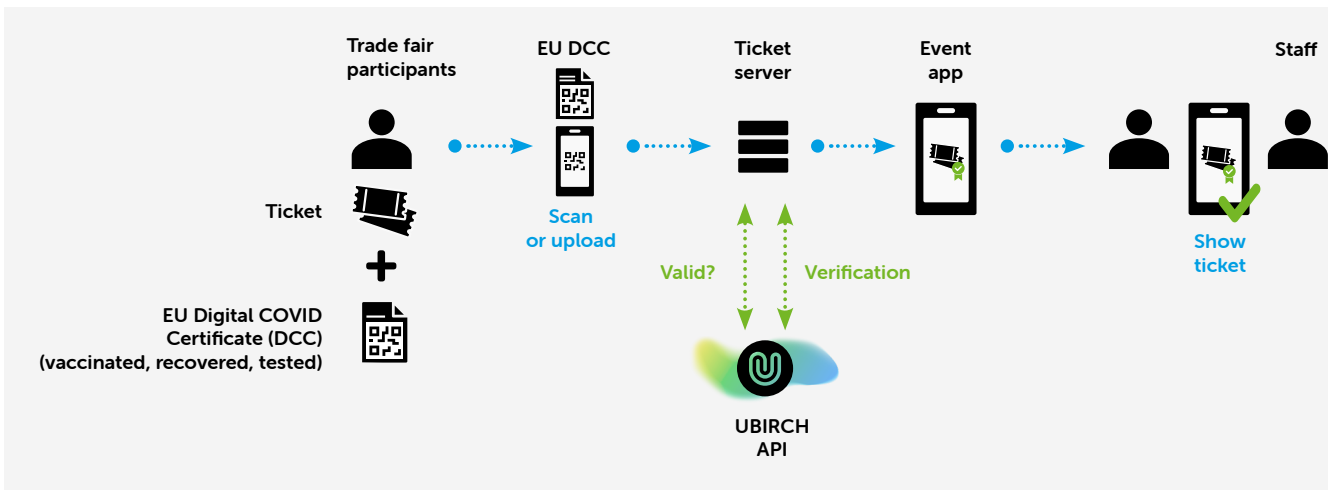
THE SOLUTION

The trade fair tickets are stored in the ticket wallet of the event app developed by Corussoft. When a customer calls up the ticket in the app, the 'Get Quick Access' button appears automatically.

With the help of this function, either the QR code of the COVID proof can be scanned or a file including the QR code can be uploaded. Through the integrated interface to the Universal Verification Service of UBIRCH, the integrity of the digital COVID certificate is automatically checked and in case of an authentic, unaltered EU DCC, the verification is confirmed.

In this way, 2G and also 3G access models can be implemented in a flexible and uncomplicated manner. All that remains to be done at the entrance is to present the correspondingly supplemented trade fair ticket. Thanks to this – voluntary – functionality, the check-in process is quickened and waiting times at the trade fair entrance are kept to a minimum.

Those who do not have their digital COVID certificate in the EU-DCC standard, such as people from non-EU countries, will of course also have access to the exhibition grounds and will continue to show their certificate separately at the exhibition entrance.



FIT FOR THE FUTURE

Following the success of the pilot project at Anuga, Koelnmesse is planning to offer the solution across the board, allowing the process to be used at future trade fairs.

"With Anuga, we passed the trial by fire with flying colours", according to Koelnmesse President and Chief Executive Officer Gerald Böse. "Together with Koelnmesse's technology partners Ubirch and Corussoft, we have come up with an innovative solution that simplifies access for our customers. The result is a pragmatic and up-to-date digital process to accelerate activities at the trade fair entrance."

Gerald Böse
President and Chief Executive Officer

SOUNDS INTERESTING? CONTACT US!

UBIRCH GmbH
sales@ubirch.com

www.ubirch.com