

eventCash Card

An ideal solution for worry free events that do not wish to use cumbersome cash payments for goods and services

Rhythm & Vines Festival - GISBORNE

- Cash mandated as not acceptable method of payment for goods & services

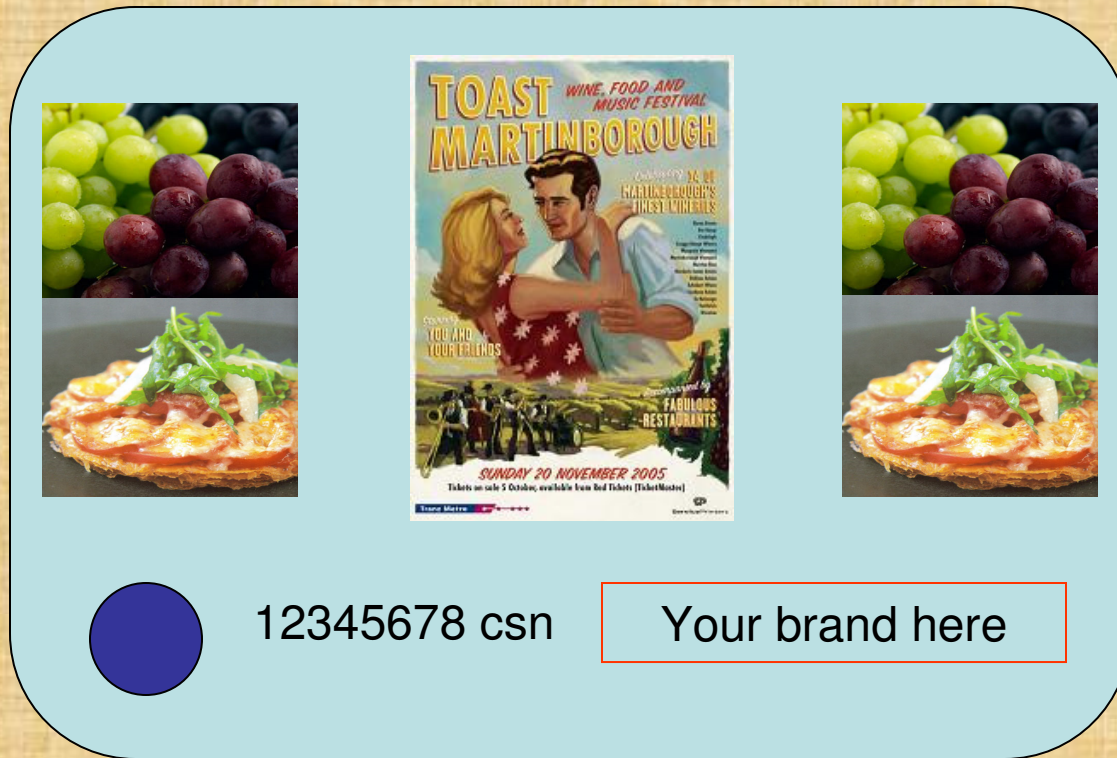
- Two systems of payment considered

- Funny [dubs] money

- Smartcard



Suggested Card Composition



- Card cannot be copied
- Card cannot be skimmed
- Revenue from Branding
- Souvenir of event

The technology has been proven by MyIP Group Ltd

Rhythm & Vines (Gisborne) 28 December 2005 – [National Business Review \(17 February 2006\)](#)

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EDITOR'S CHOICE

A weak Pulse

It seems like a good idea – good enough for about 100 investors to stump up over \$4 million. So will Pulse Utilities manage to convince electricity companies of its value before it's too late?

5

Smart alecs

Get ready for the backlash from the privacy weenies; smart-card shopping is already here. Find out how 5000 people spent up large over the holidays and completely avoided the banking system

6

False fallout

A widely feted piece of research on the cost of war, said to mount up to a \$1.7 trillion bill, would be really useful if it were actually correct. Sure, war is bad but it can also be really good

8



Junior unions

If there has been one thing holding back the union movement of late, and no, it's not the Labour government, it has been its ability to attract younger, more militant members. Until now, that is. Meet the new face of the union movement, albeit with a couple of old organisers

10

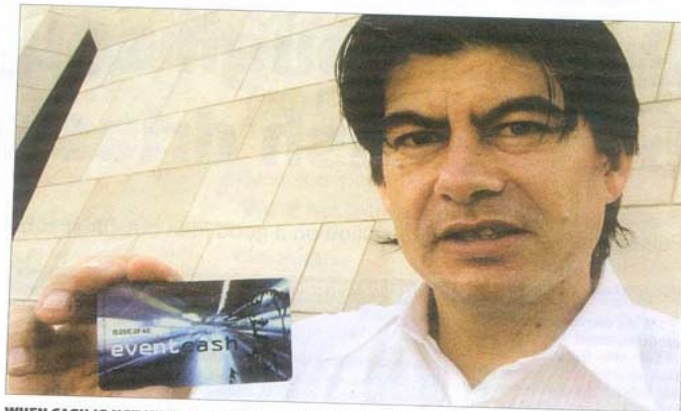
Top service

With the country's increasing focus on harnessing high-end tourists, it's about time someone stepped up to ensure they get the appropriate treatment. Enter former stock exchange boss Eion Edgar, who makes one hell of a doorman

60



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WHEN CASH IS NOT KING: Darren Whitaker-Barnett with an "Eventcash" card

Smart card first for My IP

Kate McLaughlin

A Wellington company has completed what it believes is the first contact-less chip smart card e-payment system in New Zealand.

At a two-day New Year event in Gisborne, My IP Group managed more than 20,000 transactions for some 5000 people using its specially developed "Eventcash."

Rhythm & Vines concert-goers loaded money on to the smart cards and used them instead of cash. Each transaction bypassed the standard banking system, avoiding merchant or cardholder fees, with a transaction time of less than a second.

My IP designed and built the solution within an eight-week time frame set down by the organisers.

My IP director Darren

Whitaker-Barnett said he has fielded a number of inquiries about the service since.

"It's a big event. They handle a lot of cash and they're at a size now where they needed to add more structure around money handling," he said.

My IP consists of two Wellington-based directors, Mr Whitaker-Barnett and Ted Woodley, who have spent the past year setting up their business.

They have a partnership with UK-based smart card company, General Information Systems (GIS). GIS acts as My IP's development shop in return for licence fees.

GIS has been in business since 1985. Among other things, it has developed and manufactures the London Underground "Oyster Card" transport pass. And a second GIS partner company in Brazil

develops smart cards for the Brazilian government.

My IP can take advantage of GIS's existing systems and intellectual property while adding its own.

"We're small enough to be flexible. We can develop turnkey solutions in a very short period of time, yet we have one of the leading development teams in the world in the UK," Mr Whitaker-Barnett said.

"We don't just do the cards. We do the software development and terminal development, get the terminals built by contractors, do all the reporting and if need be we run the system on behalf of customers."

Mr Whitaker-Barnett said My IP is developing a number of new smart card applications, including loyalty cards and education applications.

tion plan to unveil a new road up to six new power stations on the lower Waitaki River.

Three years later in March 2004, after being swamped by waves of

ch a' Average Joe seeks safety in gold

energy



But most of the easy money has been made, broker says

Amy Patterson

New Zealand's only specialist precious metals broker is attracting hordes of Mum and Dad investors wanting to diversify their portfolios ahead of a possible recession.

Commonwealth Precious Metals Group buys and sells gold, silver, platinum and palladium for investors.

Director Carlton Brown, who founded the Auckland-based company in 2002, said there had been a significant upswing of investor interest in precious metal commodities since October when the price of gold was tipped to increase from \$US473.65 an ounce to \$US500 an ounce.

That forecast proved correct, with gold continuing to trade above that mark at \$US545.50/oz this week.

Investors were also looking to diversify after Reserve Bank governor Alan Bollard raised the official cash rate.

Mr Brown, who wouldn't be specific about numbers but said his retail clientele was "in the thousands," said when other markets levelled off, investors looked for alternatives.

"The precious metals market has taken on a totally new outlook for investors. It's a safe haven in times of crisis," Mr Brown said.

"The average investor now is looking to this market. It's no longer just big net wealth individuals."

ABN Amro Craigs research analyst Brett Orsler said the mining boom in Australia over the past three years has raised the profile of the industry as an investment. New Zealand is undergoing a gold mining boom of its own, as reported in last week's *National Business Review* (Feb 10).

"The Mum and Dad investors have been attracted to the metals and mining sector," Mr Orsler said.

To page 2

- 21,000 transactions over five days with NO transaction fees

- Robust technology – performed flawlessly through out the entire festival over five days

- Average age of party goers - 21 years [mainly post graduate students] Ideal for persons to 'test' the system

- Early card loads were small \$2.50, \$3.75. By end of first day typical card loads were at maximum of \$200

- Within 15 minutes on completion of festival eventcash terminals reported turnover for the event [other systems took 14 days to reconcile]

- So successful, that next years event has mandated ONLY smartcard. All other forms of payment/pseudo currency will be outlawed



- Lanyard enables patrons to enjoy the festivities hands free

Terminal Report

Microsoft Excel - T0068_20060102163444

File Edit View Insert Format Tools Data Window Help Adobe PDF

Type a question for help

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1259	68	0	-650	0	2/1/2006 1:22	0	XD											
1260	68	0	-600	0	2/1/2006 1:26	0	XD											
1261	68	0	-3000	0	2/1/2006 1:31	0	XD											
1262	68	0	-700	0	2/1/2006 1:33	0	XD											
1263	68	0	-600	0	2/1/2006 1:34	0	XD											
1264	68	0	-650	0	2/1/2006 1:35	0	XD											
1265	68	0	-500	0	2/1/2006 1:36	0	XD											
1266	68	0	-1500	0	2/1/2006 1:37	0	XD											
1267	68	0	-1300	0	2/1/2006 1:41	0	XD											
1268	68	0	-1200	0	2/1/2006 1:44	0	XD											
1269	68	0	-800	0	2/1/2006 1:47	0	XD											
1270	68	0	-1000	0	2/1/2006 1:53	0	XD											
1271	68	0	-100	0	2/1/2006 1:57	0	XD											
1272	68	0	-700	0	2/1/2006 1:58	0	XD											
1273	68	0	-1200	0	2/1/2006 2:04	0	XD											
1274	68	0	-1400	0	2/1/2006 2:05	0	XD											
1275	68	0	-1200	0	2/1/2006 2:05	0	XD											
1276	68	0	-1350	0	2/1/2006 2:06	0	XD											
1277	68	0	-1800	0	2/1/2006 2:08	0	XD											
1278	68	0	-1200	0	2/1/2006 2:11	0	XD											
1279	68	0	-500	0	2/1/2006 2:13	0	XD											
1280	68	0	-1200	0	2/1/2006 2:14	0	XD											
1281	68	0	-500	0	2/1/2006 2:21	0	XD											
1282	68	0	-600	0	2/1/2006 2:22	0	XD											
1283	68	0	-500	0	2/1/2006 2:23	0	XD											
1284	68	0	-3000	0	2/1/2006 2:25	0	XD											
1285	68	0	-600	0	2/1/2006 2:30	0	XD											
1286	68	0	-450	0	2/1/2006 2:32	0	XD											
1287	68	0	-600	0	2/1/2006 2:52	0	XD											
1288	68	0	-1600	0	2/1/2006 3:10	0	XD											
1289	68	0	-2400	0	2/1/2006 3:10	0	XD											
1290	68	0	-800	0	2/1/2006 3:14	0	XD											
1291	Totals	569150	-1756810	-7000														

Ready

- Within 1 hour of completion, terminals can give breakdown of revenue and stock control
- Analytical report can be made available at a later date – currently we are also working on a web based report

Card Report

The screenshot displays the UniShow software interface. The window title is "UniShow - [UniSho1]". The menu bar includes "File", "Card", "Edit", "View", "Window", and "Help". The interface is divided into three main sections: "Card Information", "Purses", and "Audit Log".

Card Information

Field	Contents
✓ Size	1 KBytes
✓ Status	Active
✓ Type	Consumer (0)
✓ Sequence	1
✓ Version	0
✓ Card Serial	0000000082084B4E

Purses

Id	Code	Balance	Maximum	Last TSN
✓ 21	NZD	1	500000	90
✓ 02	PTS	0	5000	0
✓ 23	ACC	0	500000	0

Audit Log

Id	Code	Balance	Amount	Date/Time	Terminal ID	Sequence
21	NZD	12192	-12191	24/12/05 09:43	0028	90
21	NZD	77722	-65530	24/12/05 09:42	0028	89
21	NZD	143252	-65530	24/12/05 09:42	0028	88
21	NZD	208752	-65500	24/12/05 09:40	0028	87
21	NZD	273752	-65000	24/12/05 09:39	0028	86
21	NZD	338752	-65000	24/12/05 09:38	0028	85

For Help, press F1

- Shows card activity and status [Hot listed] - disincentive for fraud

Terminal Versatility



- Can be used as a CREDIT terminal
- Can be used as a DEBIT terminal
- Can be used as a REFUND terminal
- Will work on 240volt AC or 7-40 volt DC



Considerations for using Funny money

- Funny money requires manual double handling, and has potential for inefficiencies
- Funny money has associated problems and costs with printing & reconciliation of delivery

Some lessons learnt from Gisborne

- Dual payment system confused the patrons
- Funny [dubs] money slowed down the delivery of service
- Additional staff required to actually manually count the money [one vendor was heard to complain that he had paid his staff to serve goods, not count money]
- Event organiser unable to 'track' revenues where funny money was used

Pre Registration

- To speed up registration process it is recommended that the card be pre loaded with value via ticketing system
- Increase in cash flow for event organisation

Recommendation for future events at Gisborne

- Smartcard has been mandated as the proven technology for future events

URL:<http://www.myipgroup.com>

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Ted Woodley founded B&I Electronics Ltd in 1981. An electronics engineer, registered with the Council of Engineering Instructions (CEI) in London, UK, he has over 46 years in consumer electronics in New Zealand, and the United Kingdom.

Ted has been involved with smart cards for nearly 12 years, in that time he has been:-
First in the world to receive cash transactions across the internet [TCP/IP] using a smartcard from a site in the UK to NZ
First in Australasia to interface a photocopier using a smartcard
First in Australasia to interface a building access module using a smartcard