



The key to refreshment at the Olympics

Even before the 2004 Olympics started, the Swiss systems integrator **MICROTRONIC AG** had already carried off its gold medal. Working for Coca-Cola and the IOC (International Olympic Committee), **MICROTRONIC** – an experienced integrator of electronic identification and electronic purse solutions – introduced a new range of MIFARE badges called **FLEX-Tag** for vending machines in the Olympic village.

One important factor in the decision to use MICROTRONIC's FLEX-Tags was Coca-Cola's and the IOC's requirement for small form factor tags. MICROTRONIC came up with the idea of using a flexible rubber badge shaped like a Coca-Cola bottle that could be attached to a key ring. Another factor for choosing MICROTRONIC was the company's experience and reputation for vending machine and identification solutions, with worldwide reference installations.

Over 100 MICROTRONIC readers based on Philips' MIFARE technology were installed in the Coca-Cola vending machines and 25,000 FLEX-Tags were distributed to competitors and IOC officials living in the Olympic village. All drinks were available free

to people with a FLEX-Tag, who could choose the drink they wanted simply by presenting the badge to the reader installed in the vending machine.

MICROTRONIC has also been looking to the future, where in addition to the vending machine application, it will also support access control, time registration and photocopier credit applications on the badges. It is also developing other unusual FLEX-Tag designs for upcoming international events.

