



## 'Smart' cards for Bryan Adams' show

2/1/2011 Arun Jayan

The tickets, developed by Pune-based firm Bilcare, cannot be duplicated or forged

When thousands of fans applaud at the Bryan Adams show in Pune on February 11, there will be something for Pune company, Bilcare, to cheer for.

For the first time in the country, unique smart card tickets will be issued using non-clonable ID technology, for which the company has got a patent.

Tickets of similar kind may foray into the forthcoming Indian Premiere League (IPL) matches also, as the company is finalising the deal with the organisers.

Speaking to DNA, Mohan Bhandari, chairman and managing director, Bilcare Limited, said the unique feature of the new smart card ticket is that it cannot be duplicated or forged even by the manufacturer.

"Usually organisers of such large events are worried that duplicate tickets might be sold in the black market. But with non-clonable ID technology, even the manufacturer will not be able to duplicate it," he said.

In an event like a cricket match, tickets are issued six hours earlier for fear of duplication. Use of such tickets will allow organisers to issue tickets in advance, which means there won't be huge rush at the ticket counters.

Bilcare won the patent for this technology three years back. "The company claims that the technology is much cheaper, user-friendly and reliable.

"We came up with this technology for preventing counterfeiting of medicines, which is the focus area of Bilcare."