

FANTICKET – INFO GUIDE



"Let the good times roll again" - FANTICKET

Introduction

As a leading innovator in the ticketing field, EVENTIM introduced interactive seat maps to online ticket buyers as early as 2004, and has now launched another milestone in computerized ticketing: the **FanTicket**. After decades of bland computer print, the **FanTicket** brings emotion back into ticketing – with high resolution photographic ticket prints, featuring full color artist pictures and tour artwork just like in the good old days.

Ticket buyers to the 2013 Depeche Mode Tour were the first to enjoy the new collectibles:



Since then, **FanTickets** have been delivered to millions of German fans for events in 2013 already, reviving a lost element of fan culture and creating beautiful and emotional collector's items. EVENTIM's unique **FanTicket** is now rolled out to countries across Europe, including the United Kingdom, Switzerland; Finland, Sweden, Czech Republic, Poland, the Netherlands and Italy. Tickets for gigs have not been this colorful, emotional and worthy of collection since the invention of computerized ticketing.



FanTickets are made possible by a novel technology engineered by EVENTIM. The technique involves digitally combining individual motif and ticket data in real time and applying them directly to the tamper-proof EVENTIM ticket blank using special high-performance printers. Printing, packaging and dispatch are centralized and fully automatic.

This info guide contains detailed information about the new product, its design, material and production. In addition, you can find a wide selection of EVENTIM's **FanTickets** at www.fanticket.com.

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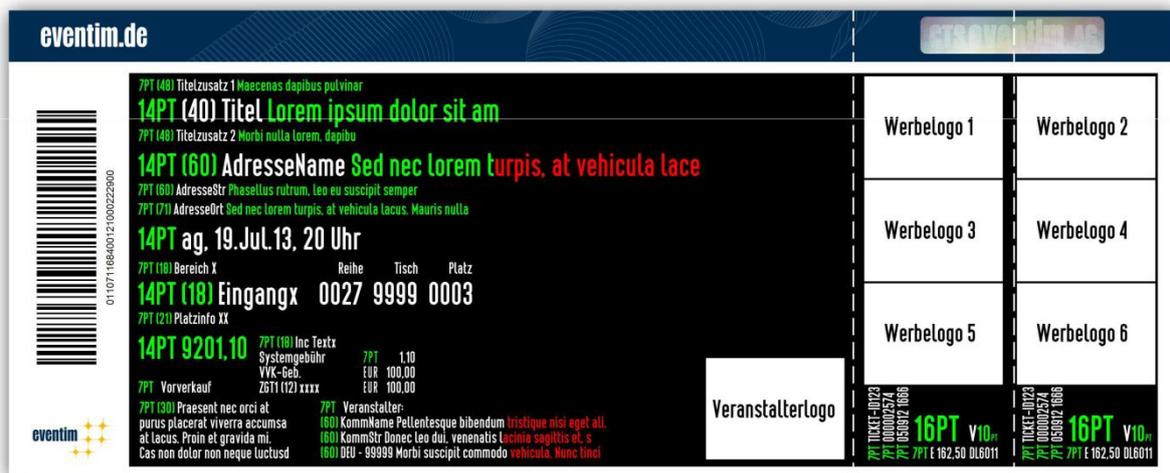
Ticket Material

The **FanTicket** is printed on specially designed 170-gram-thick "flock-coated paper" blank, which is no thermal paper. Some of the greatest ticket material improvements are conspicuous security features (see below) and the keeping quality and colour resistance which prevents optical whitening.

Graphic Specification

General specification of graphic material

- The graphic material only contains tour content
- Dimensions of graphic material: 2542 x 978 pixels or 179.4 x 69.0 millimetres, both at a resolution of 360 dpi



Layout: Logos entirely from the system

The black area shows where the background graphic of the **FanTicket** will be located. As in a standard ticket, the text elements shown in the **FanTicket** will also be generated from the created event. All text details show the maximum character length that can be entered in the individual event-creation fields. Please be aware that in the creation of the title or title supplements, for example, the maximum length is not always required. Thus, the focus of your graphic material lies in the central area of the **FanTicket**.

The size, type and positions of the lettering and the maximum number of characters are binding.

Security features

Multiple security features are in place on the **FanTicket**:

Front

- The EVENTIM hologram within the blue frame, which is visible on both stubs
- The different perforation of the two stubs
- The tangible printing of the graphic and the barcode. A standard printer will not be able to produce such an embossed print

Back

- The fluorescent EVENTIM logo only visible under black light. The print can be seen if the **FanTicket** blank is held at an angle in incident light. This feature is printed with special security ink that may only be passed or sold to printers if properly documented.
- The stack numbers are on both of the stubs and on the main ticket

Printing method

EVENTIM's high-end **FanTicket** printers can print tickets in colour with a resolution of 360 dpi. They do this at a speed of two colour tickets per second, or up to 7,000 tickets per hour. During this time, the ticket is both printed and completely dried. Drying is guaranteed by a special ink and a dual UV light hardening process.

The **FanTicket** is printed at a resolution of 360 dpi in a 4-colour print (CMYK). As a comparison, high-gloss magazines are generally printed at 300 dpi. They are printed using offset printing, and not thermo printing.

FanTickets will be exclusively produced in Bremen (Germany), at EVENTIMs main fulfilment centre.

Contact Information

If you have further questions concerning the new **FanTickets**, please do not hesitate to contact our International Business Development team:

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