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Alvarado Entry Control System Serves Ace Down Under *GateLink Validation system provides entry control at Australian Open.*

Chino, CA – March 4, 2010 – Alvarado Manufacturing’s GateLink Validation™ system provided secure spectator entry control at this year’s Australian Open (January 18-29, 2010).

The Australian Open is the first of the four Grand Slam tennis tournaments. Held annually at Melbourne Park, this year’s Open saw record crowds in excess of 600,000 over the 14-day event. An efficient entry process and ensuring presented tickets are valid is always a concern for the Open. This year, Alvarado’s GateLink Validation system, consisting of TAS interactive scanning turnstiles and GateLink Validation software, provided ticket validation and facilitated entry access for all spectators.



The color TFT screen of a TAS interactive turnstile provides direction to tennis fans and branding and revenue opportunities for Melbourne Park.

“The Alvarado GateLink system interfaced seamlessly with the ticketing provider, Ticketek, and was crucial in detecting fraudulent tickets,” stated William Voss, product manager for Alvarado. “We received nothing but positive feedback from Melbourne Park, Tennis Australia and the guests visiting the Hisense and Rod Laver arenas. Everyone was impressed with the high-end graphic display, ease of use and how fast the system responded after a scan. The system proved to be a real winner with the fans.”

In business for over 50 years, Alvarado is the supplier of choice for large-capacity events and venues around the globe. “2010 started off as a busy year for us,” said Bret Armatas, president and CEO of Alvarado. “We provided admission control at the Winter Olympics in Vancouver, the Chicago Auto Show and the Daytona 500. But working with world-class venues like Melbourne Park and excellent partners like Ticketek, makes our job easier.”

Alvarado provided 44 TAS interactive scanning turnstiles for the event. In addition, wireless handheld scanners were used around the facility for validation of tickets at special entry points.

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About Alvarado

Founded in 1956, Alvarado Manufacturing designs and manufactures entry control hardware, queuing products as well as entry control and patron counting solutions for security, entertainment and retail venues. For more information, visit www.alvaradomfg.com.