

Memorial Golf Tournament

The Memorial Golf Tournament is an annual PGA event played at the Muirfield Golf Village in Dublin, Ohio. The event features the best golfers in the world, as well as thousands of enthusiastic spectators.



Solution at a glance...

Client: Memorial Golf Tournament

Industry: Sporting Event

Environment: SQL Server

Solution: Attendance Tracking

Devices: Intermec Hand Helds

Solution Summary...

Tournament planners rely on crowd estimates to plan for future events. They also need the ability to monitor entry and re-entry of ticket holding spectators. This allows for a set of data on attendance as well as the movement of individual spectators. It is also imperative that each spectator's badge be entered at least once into the system.

Additionally, tournament planners need to properly staff the various entrances, plan for getting the correct amount of food and beverages at each location, as well as assisting in determining parking requirements.

RFGen provided a solution for the 2004 Memorial Golf Tournament by interfacing to batch capable mobile devices, which would then scan each attendee's badge as they entered or left the event. The data

captured was recorded in a SQL database. At the end of each day, a docked or wireless transfer of data to a main server occurred to permanently store and evaluate the data.

With tens of thousand of spectators continually leaving and returning to the Memorial Golf Tournament, maintaining an accurate count was critical to be able to plan future events and to make them a success.

Due to the flexibility, reliability and reputation of RFGen software, the Memorial Golf Tournament selected RFGen to provide them with the tools to capture this vital information.

The RFGen program solution was created, tested and deployed with only a few days required from start to finish.