



## Highlights

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## Hannover Fair

### CASE STUDY: Hannover Fair

#### ***ABBYY Automates Visitor Registration for Ten Thousand at The World's Leading Industrial Fair***

##### **About Hannover Messe**

The Messe, which is German for "fair", is a yearly global trade show for industrial technology featuring the entire spectrum of industrial automation and manufacturing solutions. This year, more than six thousand exhibitors from 65 countries demonstrated their newest products and services across a display area of 2.2 million square feet.

##### **The Russian Exposition**

This year's Hannover Messe featured a special exhibition area for Russian companies. Opened by Russian President Vladimir Putin and German Chancellor Gerhard Schroder, it was one of the largest special country areas at the fair. During the five days of the fair, a total of about 10 thousand people visited the Russian exposition. Hannover Fair organizers entrusted ABBYY with the task of ensuring efficient registration of the Russian area's visitors. ABBYY Software House, with headquarters in Moscow and an office in Munich, has undisputed experience with processing large amounts of forms for reputable companies. ABBYY has demonstrated the strength of its technologies by working with government agencies such as the Russian Ministry of Taxation and German organizations such as the ADAC, the country's automobile club.

## Visitor Registration Scheme

To manage visitor registration for Hannover Messe, ABBYY created a forms processing system based on its Form-Reader 6.5 data capture software. As part of the process, Russian area visitors were asked to fill out a questionnaire in English, German or Russian, indicating their contact information, scope of activity and their business interests in Russia. Each completed form was immediately scanned by a high-performance scanner and processed with the help of ABBYY FormReader 6.5. Captured data was then exported to a database and processing system, which produced a visitor's pass based on the information submitted on the form. The entire procedure took just a few minutes to complete.

Because FormReader enabled the real-time capture of visitor information, Hannover Messe could compile the information about the number of visitors and other statistical samplings almost immediately.

Sergey Fenev, CEO of ABBYY Russia, said: "We were pleased to work together with Hannover Messe on this process. This up-to-date high-tech registration process emphasizes Hannover Messe's status as a leading industrial showcase. At the same time, we have the opportunity to demonstrate the latest new technologies coming from Russia."

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