



THE CLIENT

ZAP IN's motto is *Throw out the paper binder!* Loose-leaf binders with sign-in pages can be found in company lobbies throughout the world. Managing and maintaining these paper-based sign-ins can be a challenge; pages can be misplaced; handwritten information can be difficult to read, tracking visitors can be problematic and having visitor information on paper is not very secure. Signing in guests can say a lot about your company, your brand and how you value your visitors.

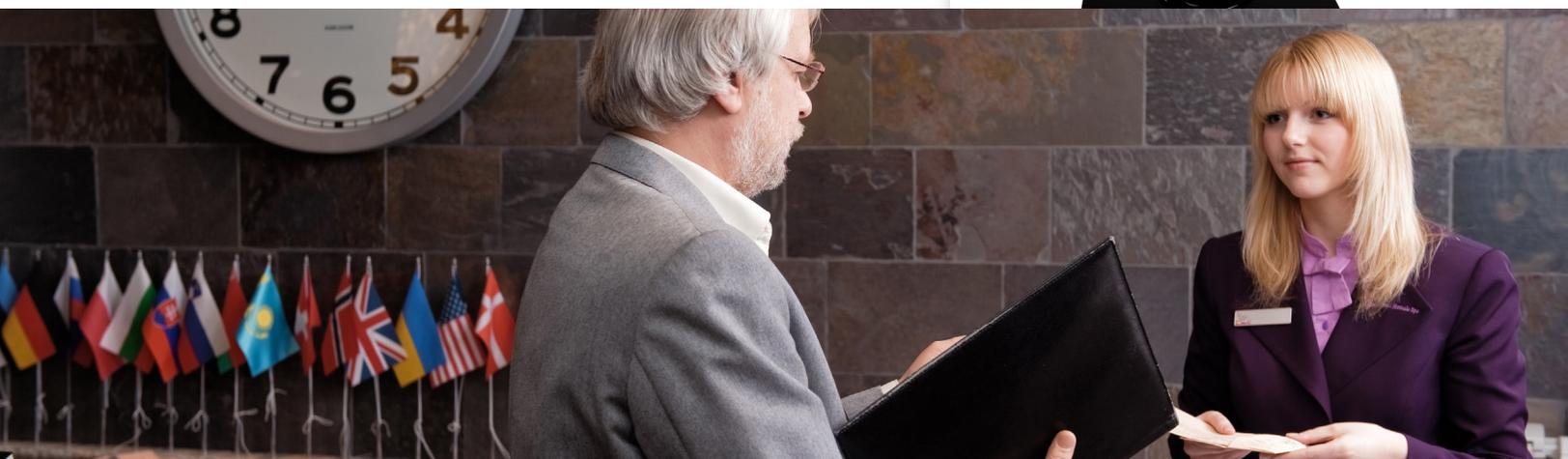
ZAP IN is an iPad® based automated visitor registry that replaces hand written paper log books. It converts the iPad into a modern, easy-to-use, visitor registry system that protects visitor information with each visitor only being able to view their own information. ZAP IN assigns sign in and out times and enables office administrators to print an "On Premises" report serving as an emergency evacuation list. Companies can print badges, announce visitor arrivals by email, take visitor pictures, capture signatures, present an agreement or waiver and can easily be customized.

THE NEED

ZAP IN founder Max Corso, visited thousands of offices and workplaces. What he found was that companies were concerned with making a positive first impression and devoted significant effort to creating an inviting foyer, lobby or guest reception area. He also found that companies were using unattractive binders containing sheets of wrinkled paper for visitor registration. This detracted from the inviting welcome and positive first impression and didn't offer security for guest information.

The Apple® iPad provided the opportunity to digitally automate a secure visitor sign in process to complement the style of the company and their reception area. The app was launched on iTunes® amassing thousands of worldwide downloads within the first year, establishing ZAP IN as a premiere provider of automated reception processing. ZAP IN currently serves a variety of vertical markets, from medical clinics to schools, offices and even Hollywood movie sets.

ZAP IN needed a wireless high-quality label printer that was compatible with their automated reception process to create visitor badges with appropriate information including photos to help companies keep track of their visitors. After evaluating available options, they chose Brother label printers for their wireless capability and outstanding reliability.



THE PRODUCTS - BROTHER LABEL PRINTERS

ZAP IN uses Brother label printers exclusively, confident in consistent quality and reliable output. The built-in wireless interface of the Brother QL-720NW and Brother QL-710W label printers offers easy connectivity to print from virtually anywhere without being tethered to a computer which fit perfectly with the automated reception process. ZAP IN partnered with Brother to develop label printing solutions to print directly from Brother Wi-Fi enabled label printers.



With clients from around the globe, ZAP IN appreciated Brother label printers being available worldwide. Brother was one of the only label printer manufacturers that provided a free mobile Software Development Kit (SDK) for iOS® and Android™ that facilitated embedding the label printer driver into the app software for a fully integrated solution. ZAP IN cites Brother's willingness to support and work with them in creating their world-class digital solution for visitor registration.

The sleek, compact footprint of the Brother label printers was another key feature. Their modern design pairs perfectly with ZAP IN's hardware offerings. Additional Brother benefits include high-resolution printing, built-in label cutter and easy-to-replace drop-in roll refills. With the introduction of the Brother QL-820NBW, ZAP IN can offer two color (red and black) labels to their customers.



THE OUTCOME

With ZAP IN, companies can create a simple and appealing welcome for all visitors. From any sized office to schools, gyms, events and conferences, businesses rely on ZAP IN to welcome guests and keep their information secure. As an integral part of the reception process, ZAP IN relies on Brother label printers to reliably print professional visitor badges.

For more information on Brother Labeling Solutions, contact QLSolutions@brother.com.

To learn more about ZAP IN, go to www.zapinapp.com.



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