

Customer: iVenuto.com Corporation  
Country: Canada  
Model number: QL-710W, QL-720NW,  
QL-820NWB



**ZAP IN**  
Automating Reception

## The Customer

iVenuto.com Corporation's motto is "Throw out the paper binder". Loose-leaf binders with sign-in pages could be found in companies' lobbies throughout the world. Managing and maintaining this paper-based sign-in can be very challenging with a tendency of these pages being misplaced and compromising the safety of their customers.

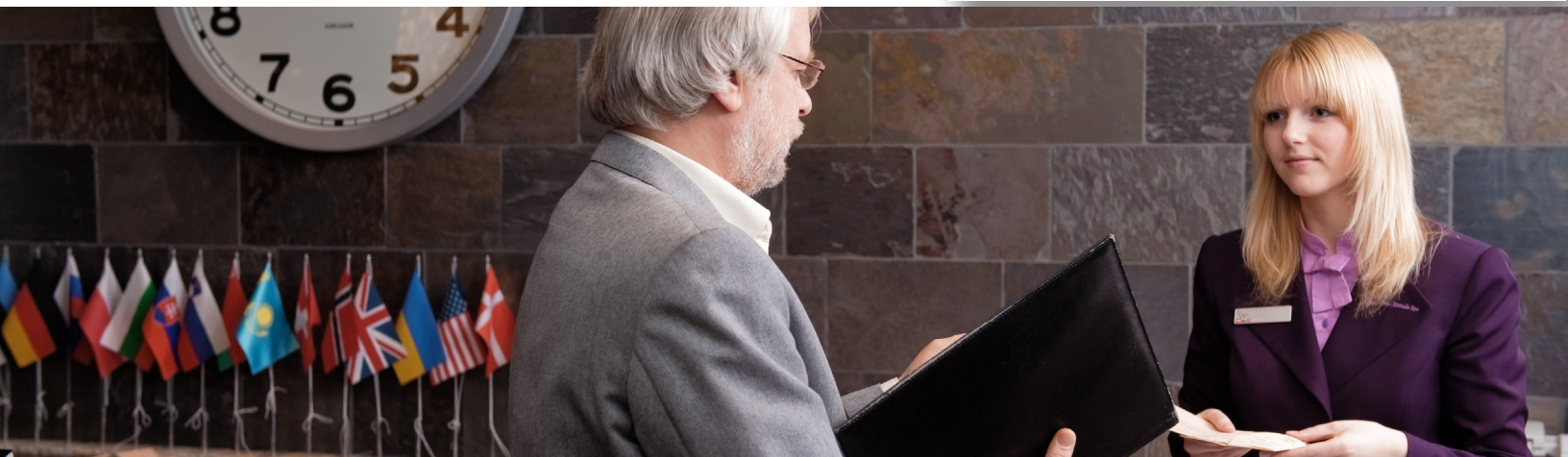
Handwritten information is also hard to read, making tracking of their visitors difficult. Signing in their guests manually can be very operation intensive. It will affect their company's image and their customer's impression on their companies.

ZAP IN is an iPad® based automated visitor registry system that replaces hand-written paper log-books. It could convert their iPad® into a modern, easy-to-use and visitor registry system that protects visitors' information with each visitor only able to view their information.

## The Challenge

iVenuto.com Corporation founder, Max Corso has visited many offices and workplaces. He found out that many 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 out that many companies were using unattractive binders containing sheets of wrinkled paper for their visitors' registration. This process will detract from their inviting welcome, positive first impression and did not offer any security for their guest's information.

With Apple® iPad®, it could digitally automate and secure visitor sign-in process to complement to the style of companies and their reception area.



iVenuto.com app, ZAP IN was launched on iTunes® with several downloads worldwide within their first year.

ZAP IN could serve a variety of vertical markets, ranging from medical clinics, schools, offices and even Hollywood movie sets. However, they require a wireless and high-quality label printer that could work with their automated reception process, create visitor badges with appropriate information and photos to help companies keep track of their visitors.

## The Solution

After evaluating available options, they have selected Brother's QL-710W and QL-720NW Professional label printers due to their wireless capability and outstanding reliability. Brother's label printers could produce consistent quality and reliable print output. With a built-in wireless capability, QL-710W and QL-720NW could print labels directly from virtually anywhere without the need to tether to a computer, which perfectly fit into their automated reception process.

They have also cited that Brother was willing to support and work with them in creating their world-class digital solution for their visitor registration, which has fostered a strong partnership. With clients from around the globe, They could offer Brother's label printers as they are available worldwide. Brother is one of the only label printer manufacturers who could provide a free mobile Software Development Kit (SDK) for iOS® and Android™ platforms to facilitate label printer driver integration into their app.

With a sleek, compact design and small footprint, the modern design of Brother's label printers could be paired perfectly with ZAP IN's solution. Brother's label printer could produce high-resolution labels. It also comes with a built-in label cutter and easily replaceable drop-in label roll refills. With the introduction of Brother's QL-820NWB Professional label printer, they could expand their offering to their customers with two-colour (red and black) label printing.



### QL-820NWB

QL-710W and QL-720NW  
have been replaced by  
QL-820NWB.



## The Benefit

With ZAP IN and Brother, companies could create a simple and appealing welcome for their visitors. From offices, schools, gyms, events to conferences, businesses could rely on ZAP IN to welcome their guests and keep their information secure. As an integral part of their reception process, they could rely on Brother's label printers to reliably print professional visitor badges.

