

National Railway Museum is using Blazepoint's ticket printing solution for their fundraising activities

The Requirement

The National Railway Museum ('NRM') is situated in the historic city of York. Its role is to promote the public's understanding of railways and to be trustee of the National Railway Collection, Britain's largest single body of historic railway material. The museum welcomes over 700,000 visitors per year. The NRM was the winner of the European Museum of the Year Award in 2001.



Due to the new legislation that museums can be accessed free of charge the National Railway Museum had to find new ways of fund raising. In addition to many other activities the museum developed a special campaign for the Queen's Jubilee – the Golden Jubilee Draw Ticket. For £1 visitors can purchase a ticket, they fill in their name and address and get the chance to win attractive prizes including Eurostar tickets and London Hotel Superbreak vouchers. The NRM approached the Blazepoint Team with their requirement for three high-quality ticket printers. The printers needed to be connected to a network under a Windows™ application for on-demand ticket issuing.

The Solution

Blazepoint recommended Practical Automation's ITX Series to the National Railway Museum. Due to their ability to operate under Windows™, their high reliability and print speed the ITX 2003 was the ideal solution for printing the Golden Jubilee Draw Tickets without leaving the visitor unnecessarily queuing for their chance to win.

Jon Ingram, Head of Fundraising, National Railway Museum:

"The Golden Jubilee Draw Ticket was judged a huge success for our museum. In the first month we have sold over 5500 tickets and we have already got a top prize winner. In addition to fund raising this campaign gives us the opportunity to build a very targeted database containing contacts which were already prepared to support our museum."

Due to the success of this first draw ticket campaign the National Railway Museum intends to continue this pilot project and to follow it up by similar promotions. The



Museum is hoping to purchase counter-sunk versions of the Practical Automation ITX Series because of their space-saving construction and to protect their ticket stock against unauthorized access. With the ticket printers the museum has the ability to personalize the tickets, provide them with individual messages or to use them for other future events such as concerts.

Jon Ingram, Head of Fund Raising, National Railway Museum:

"Right before the start of the campaign it turned out that the printing results came out upside-down. Blazepoint immediately liaised with the software company and came up with several technical solutions to solve the problem."

The National Railway Museum was impressed by the quality of service and quick response. Three Practical Automation ticket printers were installed by Blazepoint at the National Railway Museum in York and are now used to print prize draw tickets on demand.

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The Product

Practical Automation has been a leading manufacturer of ticket and kiosk printers for over 30 years and its products can be found in retail, sports, travel and entertainment venues across the world.

Practical Automation's thermal printers are specifically designed to produce tickets in high volume and at high speed. The direct thermal printing method ensures a reliable performance as there is no requirement to change consumables, keeping cost low and operation simple. The ITX Series delivers the host system with extensive status information including low paper, out of paper, ticket count, confirm ticket printed and error condition.

ITX Series

Optimum printing solutions for ticketing systems

- Automatic ticket loading
- Print speed: 6" up to 10" per second*
- Print resolution: 203/300 dpi*
- Ticket jam detector
- Paper separation: tearbar or cutter
- External power module

**depending on model*



The ITX is an innovative series of direct thermal ticket printers designed to work from character based operating systems (DOS, Unix, Linux etc.) as well as Windows™ drivers for the common Windows platforms.

Incorporating a 32 bit controller platform, a 200/300 dpi print head and a heavy-duty stepper driven cutter, these printers are designed for use where high quality, fast printing and long life are required. The small footprint of this high-performance model reduces the counter space requirements. The integrated long-life cutter has a typical lifetime of a million cuts.



About the National Railway Museum



As part of the National Museum of Science & History in London and the National Museum of Photography, Film & Television in Bradford, the National Railway Museum cares for world-class historic collections. Through these collections the museums aim to help the public understand more of the world around them. For the National Railway Museum this means a range of programmes aimed at conserving the collections and making them more accessible to the public.

About Blazepoint

Blazepoint, formed in 1982, has succeeded and grown in a constantly changing environment, where many others have failed, through on-going assessment, development and utilisation of its core competencies in line with the needs of its customers. In July 2001 Blazepoint became a public company.

Originally, formed as a supplier of standard office printers and peripherals, Blazepoint has expanded and developed steadily ever since.

Blazepoint now has a broad portfolio of quality products and extensive capability within the areas of rugged product engineering, integrated kiosk applications and specialist printers. As a Master Distributor for Practical Automation in Europe, Blazepoint offers a comprehensive range of ticket printing solutions.

