

Blazepoint's ticketing solution chosen by the Royal Opera House

The Requirement

The Royal Opera House is one of the world's great lyric theatres, home to The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House. Based in the Heart of London it is a centre of international excellence, a focal point of European and domestic artistic life and one of the capital's premier venues, attracting over two thousand people to each of their six weekly shows.



The Royal Opera House approached Blazepoint with the aim of finding a solution to their ticketing needs. Attracting over thirteen thousand people per week to the shows alone they needed a ticket printer that could accommodate the many ways that tickets can be purchased. They required the capacity to print specialised two part tickets, credit card slips and address labels, totalling more than 30,000 tickets per week. Within the busy box office environment it was essential to have highly reliable, high speed ticket printers as every break down would inevitably cause immense inconveniences.

The Solution

The Royal Opera House selected Blazepoint's proposal to install Practical Automation Ticket Printers from a number of proposals from leading manufacturers. They were attracted to Blazepoint's proposal to install 40 machines into their ticket offices by the company's rapid and thorough response to technical issues and its ability to provide a reliable, personal service with local backup and

support. Practical Automation have a long history in the manufacture of ticket printers, and they were selected for their small footprint, renowned reliability and because they were competitively priced.

Chris Bunce, Head of IT, Royal Opera House:

"Having worked with these printers for a long time we are confident that we have made the right choice. Apart from anticipated maintenance issues, we have never had any problems with our ticket printers, and we therefore recommend Blazepoint's Practical Automation Printers to other box offices."

When the Royal Opera House recently created a new foyer box office requiring further ticket printers, it was a matter of course for them to buy these printers from Blazepoint again. For regular maintenance they contact Blazepoint's Service Helpdesk, and are assured of the quick arrival of one of Blazepoint's highly experienced Service Engineers.



Chris Bunce, Head of IT, Royal Opera House:

"Blazepoint's quick, efficient response, quality of service and expertise is commendable. The Practical Automation Printers require only minimal servicing and we are always assured of professional maintenance when we call Blazepoint's friendly Service Helpdesk."

Forty Practical Automation Ticket Printers were installed by Blazepoint at the Royal Opera House in Covent Garden and are now used on a daily basis, producing over 1.5 million tickets in the course of a year.

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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 customer has the choice between two Practical Automation ticket printer series:

ITX Series

Optimum printing solutions for ticketing systems



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.

LTX Series

Cost-effective ticket printers



The LTX is an attractive, practical choice for low to moderate ticket printing applications. It comes with a price tag significantly lower than competitive product offerings, thereby setting the industry standard for price/performance. Both

series are available for different ticket widths (2 or 3.25 inches) and as desktop or countertop models.

About the Royal Opera House



The Royal Opera House is situated in the centre of London in the bustling area of Covent Garden. It is home to three international companies, The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House. It is a place where past, present and future collide and mingle attracting

millions of visitors each year. The evolving traditions of ballet and opera celebrate and explore the human condition in music and movement.

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.

Expansion has been achieved through a commitment to providing customers with the highest level and quality of service. Blazepoint always looks to respond quickly to the customer's needs and provide what is required at a price that is affordable.

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.

