



C A S E S T U D Y

STARK adds more magic to Harry Potter™: The Exhibition

Harry Potter™: The Exhibition is an interactive experience that allows fans of the beloved book and movie series to step into the Wizarding World™. The exhibition is touring the world, enchanting visitors with its immersive and magical displays. One of the key factors that makes Harry Potter: The Exhibition so captivating is its use of RFID technology provided by STARK.



AT A GLANCE

STARK Solutions Deployed:

- RFID Wristbands
- RFID Hardware
- Venue Intelligence Software
- Custom Development
- Consulting / Engineering

CLIENT SINCE: 2022

CHALLENGE

While creating the exhibit, the challenge was to conjure up the world of Harry Potter™ in a way that would captivate and involve fans. The goal was to create an experience that would enchant visitors, allowing them to immerse themselves in the iconic world. To achieve this, STARK was summoned to provide the RFID technology that would produce a magical and seamless encounter for all aspiring wizards.

SOLUTION

STARK's RFID technology forms the backbone of Harry Potter: The Exhibition, connecting the interactive exhibits and creating a magical experience for each visitor. Upon entering, guests are issued an RFID wristband, which they use to register their personal information and Harry Potter preferences. As they journey through the exhibit, the wristband acts as a key to unlock the interactive exhibits, transporting visitors deeper into the story. STARK's RFID hardware and Venue Intelligence software are integrated seamlessly into the experience, managing preferences and scores in real-time, all while creating an encounter that is both memorable and uniquely personal.

RESULTS

The use of STARK's RFID technology allows Harry Potter: The Exhibition to create a one-of-a-kind encounter that transports visitors into the world of Harry Potter. By integrating RFID technology throughout the journey, visitors are able to immerse themselves in the magic. STARK's technology enables the exhibition to track and manage user preferences and scores, providing visitors with a spellbinding experience. Harry Potter: The Exhibition is a resounding success, captivating visitors in Atlanta, Vienna, Paris, and New York City, and bringing the Wizarding World to life with the magic of STARK's technology.



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