



CASE STUDY



**STARK fuels an immersive training experience**

The Astronaut Training Experience® (ATX) at Kennedy Space Center Visitor Complex is an immersive experience that allows visitors to participate in next-generation training and simulated missions to Mars. Participants are divided into teams, assigned roles, and work together to complete a mission using realistic training equipment and software. In 2016, STARK was enlisted to help launch this state-of-the-art training program to new frontiers.

**CHALLENGE**

Kennedy Space Center was moving their Astronaut Training Experience to a new location, and in the process, wanted to elevate the experience by adding more innovative technologies. STARK's mission was to use their expertise in RFID to fuel the launch of an updated ATX® to new heights.

**SOLUTION**

STARK's RFID technology provides the connective framework that powers the experience from liftoff to landing, all while creating a personalized experience for each visitor. Trainees enroll through STARK's registration portal and are presented with their RFID-enabled NASA credential upon entry. As new trainees move through the experience, their NASA credential triggers each interactive station, and their scores and progress are tracked using STARK's RFID hardware and Venue Intelligence software. As the new astronauts complete their mission, personal and team results are revealed, creating a customized and engaging experience.



**RESULTS**

Thanks to STARK's technology, ATX has soared to new heights. The immersive program powered by RFID has elevated visitors from mere trainees to full-fledged astronauts. And the best part? Upon completion of the mission, each trainee receives an after-action report of their performance, making them feel like they've truly reached the stars. Thanks to STARK, the Astronaut Training Experience at Kennedy Space Center Visitor Complex has become an out-of-this-world experience.

**AT A GLANCE**

**STARK Solutions Deployed:**

- Patron Registration
- RFID Credentials
- RFID Hardware
- Onsite Printing & Encoding
- Venue Intelligence Software
- Patron Tracking

CLIENT SINCE: 2016

