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NEWS

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Citywide Attendee Credential Proves Successful at IBC 2011

ITN International successfully tests attendee credential that doubles as free pass to public transit and tourist attractions throughout Amsterdam

BETHESDA, MD, September 13, 2011—Bethesda, MD-based ITN International has successfully tested an attendee credential that doubles as a free pass to public transit and tourist attractions throughout Amsterdam.

In partnership with the city's destination marketing organization (DMO) and the organizer of IBC, ITN International introduced the Citywide Attendee Credential on a pilot basis during IBC 2011, a 48,000-attendee exhibition serving the electronic entertainment industry.

The event took place September 8-13 in Amsterdam.

The Citywide Attendee Credential represents an innovative—and first-ever—application of ITN International's BCARD attendee credential to a cobranding effort by a DMO and an event organizer.

"The Citywide Attendee Credential is a 'total' attendee credential," says Ivan Lazarev, president and CEO of ITN International. "It allows a DMO to grant attendees access to a host city's infrastructure, attractions and amenities, while filling the operational needs an event organizer for attendee credentialing, tracking, access control and exhibitor lead retrieval. From the attendees' viewpoint, the experience is absolutely seamless."

Providing attendees a seamless experience is particularly important because DMOs' traditional methods of cobranding—such as giving attendees free local rail passes or tickets to museums and other tourist attractions—are anything but seamless.

Gifts given by a DMO to attendees typically feel "random" and fail to create awareness of the partnership forged between the host city and the organizer's event.

The seamless attendee experience provided by the Citywide Attendee Credential, on the other hand, allows a DMO to create an intimate brand connection between the city and the event.

"The Citywide Attendee Credential can be used to create a high-value experience whenever a DMO and an organizer team up to provide rewards and deliver content to attendees," says Lazarev. "And the seamless quality of the experience means DMOs at long last can actually cobrand their cities and the events they host. DMOs that embrace the credential will gain an advantage over their rivals."

Marriage of two technologies

Development of the Citywide Attendee Credential was spurred by a request on the part of IBC 2011's organizer.

Aiming to "wow" attendees, the organizer asked Amsterdam's DMO to explore ways to work with its registration provider ITN International to provide IBC 2011 attendees a single credential that could function as an event badge and a free pass to the city's transit systems and cultural attractions.

Both parties seized upon the opportunity, proposing to test an innovative marriage of two well-proven "smartcard" applications:

- ITN International's BCARD, an events-industry standard in Near Field Communication (NFC) enabled attendee credentialing. BCARD has been deployed at more than 1,000 events since its introduction in 2004.
- The Netherland's *Openbaar Vervoer Chipkaart*, an award-winning NFC-enabled card application permitting "single-card access" to the nation's public transit systems. *OV Chipkaart* has allowed millions to travel by rail, metro, bus and tram since its introduction in 2005.

To produce the Citywide Attendee Credential, ITN International embedded its BCARD inside the *OV Chipkaart*, which—besides public transit access—supports third-party applications.

Before IBC 2011, each *OV Chipkaart* Chipkaart deployed for the test was imprinted with the event's logo and graphics. On site, each card was personalized for the attendee during check-in.

The Citywide Attendee Credential, in addition to permitting public transit access, contained BCARD credentials—attendees' identity, demographics and event permissions. The credential also supported a third application permitting access to local tourist attractions.

The value stored on the Citywide Attendee Credential could be used by IBC 2011 attendees to ride public transit, visit any one of Amsterdam's 35 museums, and enjoy a complimentary canal cruise.

"The Citywide Attendee Credential is an exciting advancement because of its unprecedented scale," says Lazarev. "We've combined BCARD with stored value applications many times in the past, to give attendees access to local services and amenities. But, until now, we hadn't done it on a citywide scale."

Based on an evaluation of the test, the program may be rolled out to all IBC attendees in 2012.

About ITN International

Headquartered in Bethesda, Maryland, privately-held ITN International is an event analytics company serving producers and exhibitors on six continents. The company helps clients create, capture and apply analytics to make better management and marketing decisions. With operations in France, the UK and the US, ITN International supports large exhibitions, conferences and corporate events by providing registration and lead retrieval solutions based on

its award-winning attendee credential BCARD, which has been used by more than 5 million attendees at over 1,000 events worldwide. BCARD integrates Near Field Communication (short-range wireless), the mobile technology driving tomorrow's "cashless" society. More information is available at www.itn-international.com.