

NEWS

For immediate release

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ITN International's New App Lets Exhibitors Mix Magic with Lead Management

ITN International's BCARD Reader™ App lets exhibitors exploit the event industry's hottest tech gadget; the new offering represents the industry's only iPad solution with an integrated badge reader

BETHESDA, MARYLAND, October 31, 2011—Bethesda, Maryland-based ITN International's newly released BCARD Reader™ App is allowing exhibitors around the world to capture, qualify and manage leads on an iPad, the hottest gadget in the event industry today.

"Exhibitors everywhere are flocking to iPads because touchscreens and tablet-size displays add magic to their interaction with attendees," says Ivan Lazarev, President and CEO. "We've capitalized on the magic by equipping the iPad for lead management with a new app and an integrated badge reader."

When installed on an Apple tablet and paired with ITN International's badge reader, BCARD Reader™ App turns the iPad into the most engaging lead-management device seen to date.

"Video, multimedia presentations and games power iPad content and are the best ways to engage attendees," says Lazarev. "Now exhibitors can provide attendees that content and collect lead data in the process. It's seamless, because we've not only created the app, but integrated the badge reader. We're the first company to do both."

The new BCARD Reader™ App also works on iPhones.

Before launching BCARD Reader™ App, ITN International enlisted several exhibiting companies to try out the new app at major events in Europe and the US.

One was Sunnyvale, California-based Aruba Networks. "We used BCARD Reader App during EDUCAUSE to qualify and quantify visitors who were the targets of a pre-show campaign," says Brad Hogan, head of field marketing and corporate events. "We had already created demo applications for the iPad, and BCARD Reader App was exactly what we needed to integrate them with lead retrieval. The app lets you avoid a separate device."

BCARD Reader™ App allows exhibitors to capture leads at events where ITN International provides its "Touch 'n Go" attendee credential, the Near Field Communication (NFC) enabled BCARD.

BCARD Reader™ App is easy to install and use.

First, the exhibitor downloads the app from the iTunes App Store onto the device or devices that will be used for lead capture.

Next, the exhibitor activates BCARD Reader™ App with a code obtained from ITN International. Activation codes are event-specific.

Once activated, BCARD Reader™ App is automatically configured by an over-the-air software update, which prepares the iPad to capture leads during a specific event and upload them in real time to the exhibitor's secure account, accessible on line through ITN International's BCARD Portal.

The exhibitor then obtains a badge reader from ITN International and attaches it to the iPad, so it's ready for lead capture.

Because the app is native, use of BCARD Reader™ App does not depend on a steady Web connection.

A new cloud-based version of the product, BCARD Reader™ Browser, is also available for exhibitors who want to individually customize multiple iPads within a network.

The product allows an exhibitor to provide each salesperson a custom-fit lead-qualification survey based on his or her specific product lines, distribution channels, markets, territories or other factors.

The product also allows exhibitors to deploy iPads in a variety of self-serve kiosks within an exhibit.

Use of the BCARD Reader™ Browser requires a steady Web connection.

Melbourne, Florida-based Harris Corporation used BCARD Reader™ Browser in its booth during IBC.

The company used the product to drive an array of self-service kiosks, each of which consisted of an iPad equipped with a badge reader and mounted in a Bouncepad, a stylish enclosure that allows any tablet computer to be installed securely in a public space, such as a tradeshow.

"With more than two thousand attendees visiting different product demo areas in our booth, it was essential for Harris to understand who saw what demo and when," says Victoria Sherriff, head of digital marketing. "We used BCARD Reader Browser at 22 demo pods and were able to start building a picture of each attendee and their individual requirements—information that has become essential for our post-show marketing initiatives."

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. Event producers and exhibitors who want to learn more can call +1.801.676.7931 or send an email to info@itn-international.com. More information is available at www.itn-international.com.