

NEWS

For immediate release

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ITN International's New Attendee App Nabs Award at WIMA NFC USA 2012

My BCARD lets event attendees capture and store touches with NFC phones

BETHESDA, MARYLAND, December 1, 2012—ITN International won a bronze award for its new product, My BCARD, at WIMA NFC USA 2012, which took place November 27-29 in San Francisco.

My BCARD is a free app that lets attendees collect information at events using any NFC smartphone.

With the app, attendees can touch NFC-enabled badges, business cards and posters at an event and store the content encoded within those objects in a “personal cloud.”

Badge and business card information can also be added to the contacts stored on the phone.

The app can be downloaded from the Google Playstore.

“We’re pleased WIMA’s judges realized that My BCARD solves a fundamental problem facing all event-goers,” says Ivan Lazarev, President & CEO. “How often have you returned home from an event with a pocketful of business cards you never enter into your contact database? How many times have you requested collateral that an exhibitor never sends? Those are wasted opportunities. My BCARD helps attendees leverage those opportunities.”

About ITN International

A leader in innovation, Bethesda, Maryland-based ITN International serves corporate event producers, tradeshow managers and exhibitors by providing cloud-based event- and lead-management applications and analytics. Data driving those applications and analytics are captured by a suite of mobile apps that use near field communication (NFC), a form of short-range wireless which connects the physical and digital worlds through touch. ITN International also provides process improvement consulting. The company maintains operations in Canada, China, France, the UK and the US. More information is available at www.itn-international.com.

NOTE TO EDITORS: A brief video is available at <http://youtu.be/t7HrnA8QXCc>.