

# NEWS

For immediate release

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## ITN International's New Browser Accelerates CRM Integration of Lead Data from Events

*ITN International to introduce BCARD Reader™ Browser for Android at EXHIBITOR 2012; exhibitors can now focus on cultivating—not just collecting—leads*

BETHESDA, MARYLAND, February 18, 2012—Bethesda, Maryland-based ITN International will introduce an Android browser that supports lead capture and retrieval with any Web-based lead management system, freeing an exhibitor to focus on integrating lead data with its customer relationship management (CRM) system.

The BCARD Reader™ Browser for Android will be introduced at EXHIBITOR 2012, which takes place March 4-8 at Mandalay Bay in Las Vegas.

BCARD Reader Browser for Android runs on any Android tablet.

The browser can be used with any Web-based lead management system at any event, no matter who provides the system or which credentialing technology is in use at a particular event.

BCARD Reader Browser for Android, when triggered by a badge read, automatically launches any Web application the exhibitor specifies and populates that application with data from the badge.

The new browser's ability to work with any system at any event means an exhibitor no longer has to worry about collecting lead data and can focus instead on integrating lead data into its CRM.

"With this new product, we're helping exhibitors move to real-time CRM integration of their event leads," says Ivan Lazarev, President and CEO.

"Until now, real-time CRM integration wasn't feasible. A gap existed, due to the incompatibility of the various lead retrieval systems with any given exhibitor's CRM. BCARD Reader Browser for Android bridges that gap.

"ITN International's browser provides exhibitors the capability to capture and store leads in a uniform way across all events. With it, any provider's Web-based lead retrieval system, or any system developed in house, can be used at any event.

"By bridging the compatibility gap, BCARD Reader Browser for Android takes the spotlight off data collection devices and aims it where it truly belongs: on the integration of lead data into CRMs."

BCARD Reader Browser for Android can be licensed by the exhibitor for one-time use at any event or licensed annually on a per-tablet basis for all events.

The exhibitor can install the browser on its own tablet or rent one from ITN International.

Leads can be captured and stored using any provider's Web-based lead retrieval system, including those developed in house.

Alternately, ITN International can provide the exhibitor use of its the company's own cloud-based system. ITN International can further assist by providing a fully customized CRM integration.

BCARD Reader Browser for Android is easy to install and use.

First, the exhibitor downloads the browser from the Android Market onto the tablet that will be used for lead capture.

Next, the exhibitor activates the app with a license number obtained from ITN International.

Once activated, BCARD Reader Browser for Android is automatically configured by an over-the-air software update, which prepares the tablet to capture badge content and upload it in real time to the exhibitor's lead retrieval system.

The exhibitor then obtains a Bluetooth badge reader (either for NFC badges or 2-D barcode badges) from ITN International and pairs it with the tablet. Both badge readers are cordless and designed to be worn on a lanyard.

The tablet is then ready to capture and store leads.

An uninterrupted W-Fi connection is required for the browser to work at full speed. When the Wi-Fi connection is interrupted, a 3G or 4G Web connection will allow lead capture and storage to continue, but at a slower speed.

When installed on an Android tablet and paired with one of ITN International's badge readers, BCARD Reader Browser for Android turns any off-the-shelf tablet into the most flexible lead-capture device yet seen.

BCARD Reader Browser for Android also allows exhibitors to network multiple tablets or to deploy tablets in a variety of self-serve kiosks within an exhibit, freeing salespeople to spend more time with ready-to-buy attendees.

ITN International's BCARD Reader Browser for Android represents a quantum leap in lead management. It enables exhibitors to collect and store leads at any event, no matter who provides the lead retrieval system or which credentialing technology is in use, while accelerating the integration of lead data into CRMs such as Salesforce.com, SAP CRM, Oracle CRM or Microsoft CRM.

### **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 China, 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](mailto:info@itn-international.com). More information is available at [www.itn-international.com](http://www.itn-international.com).