

**ITN International**  
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# NEWS

For immediate release

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## **ITN International Produces First English-Chinese Paper NFC Badge**

BETHESDA, MARYLAND, July 30, 2012—Bethesda, Maryland-based ITN International has produced the event industry's first bilingual NFC paper badge.

Issued by ITN International during GSMA's Mobile Asia Expo (June 20-22 in Shanghai), the near field communication (NFC) paper badge was printed and encoded in both English and Chinese.

The company produced the bilingual badge using UTF-8, an international script-encoding standard developed specifically to handle Asian and European character sets efficiently.

"Mobile Asia Expo's badge represents a breakthrough for any show organizer or corporate event planner who holds international events," says Ivan Lazarev, President & CEO. "By printing and encoding the badge, we've proven again we're able to meet extremely complex requirements—in this case, for a highly readable bilingual credential that was both NFC-enabled and 'green.'"

The badge allowed GSMA to control visitors' access to all exhibit areas and conference sessions using a variety of NFC readers, while enabling exhibitors to use NFC-equipped smartphones to capture and qualify leads.

GSMA's choice to use a paper NFC badge for Mobile Asia Expo also made that event the largest one yet to adopt the innovation.

More than 15,500 visitors attended Mobile Asia Expo, GSMA's first large event in mainland China. The event featured more than 200 exhibitors, a two-day C-level conference, and—another first for the London-based producer—a public ("prosumer") day.

**NOTE TO EDITORS:** A video is available at <http://bit.ly/PRnFyd>.

### **About ITN International**

Headquartered in Bethesda, Maryland, ITN International is an event analytics company serving producers and exhibitors on six continents. With operations in China, France, the UK and the US, ITN International supports large exhibitions, conferences and corporate events by providing registration, touch marketing and lead retrieval solutions based on near field communication (NFC), the mobile technology driving tomorrow's "cashless" society. More information is available at [www.itn-international.com](http://www.itn-international.com).