

NEWS

For immediate release

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ITN International Introduces First Paper NFC Badge at a B2B Event

Attendees of WIMA NFC Monaco issued NFC-enabled paper badges

BETHESDA, MARYLAND, April 18, 2012—Bethesda, Maryland-based ITN International has introduced the first paper NFC attendee badge at a B2B event.

Attendees of WIMA NFC Monaco, which took place April 11-13, were issued NFC-enabled paper badges that could be read by an app running on attendees' and exhibitors' smartphones.

Until the event, all NFC badges used at B2B events have been plastic.

Production of the paper badges was made possible because ITN International integrated an NFC encoder into a standard badge printer, capable of printing thermal paper badges continuously.

"Our new paper badge will offer event producers a greener, more affordable alternative to plastic," says Ivan Lazarev, President and CEO. "With this innovation we can offer clients the option to print a large number of characters and lines on attendees' badges."

The company plans to make NFC paper badges available to clients in four sizes.

The paper NFC badges used at WIMA NFC Monaco filled a variety of demands for information exchange:

- The event producer controlled access to conference sessions and provided event participants an allowance for food and beverage purchased on site.
- Exhibitors captured and qualified leads using smartphones.
- Attendees swapped business cards using their NFC phones.

To equip their devices to read the NFC badges, exhibitors and attendees downloaded ITN International's app, BCARD Reader.

The app also allowed meeting participants to download content—such as conference schedules and sponsors' sales collateral—by touching "smart posters" that were displayed throughout the venue.

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, touch marketing and lead retrieval solutions based on its award-winning attendee credential BCARD, which has been used by more than 5 million attendees at over 1,500 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.