

NEWS

For immediate release

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More Attendees Checking in with Mobile Devices

Steep rise seen in use of mobile devices by pre-registered attendees

BETHESDA, MARYLAND, September 18, 2012—An ever-greater number of pre-registered attendees are checking in at trade shows and conferences with their smartphones and tablets, according to Ivan Lazarev, President & CEO, ITN International.

“We’re spotting the trend among attendees everywhere,” says Lazarev. “For example, more than one-fourth of the 45,000 pre-registrants for IBC 2012 presented their confirmation codes—in IBC’s case, a QR Code—on their mobile devices when they checked in at the show.”

Serving the media and entertainment industry, IBC 2012 took place September 7-11 in Amsterdam.

“The increase in attendees’ use of mobile devices we saw this year at IBC check-in was substantial, but no surprise when you think how important mobile devices have become to business travelers. The jump in the use of smartphones and tablets by attendees to check in reflects their growing preference for mobility.”

IBC pre-registrants had received their confirmation codes via email. At the onsite check-in counters, they had the option to present the codes on printouts or mobile devices. Helpers at the counters used bar-code readers to scan the codes and issue badges, a two-step process that took seven seconds to complete for each attendee. More than one in four attendees used a smartphone or tablet computer.

“Every show manager wants to provide his or her attendees a great experience when they check in on site,” says Lazarev. “In the near future, the definition of ‘great’ will have to include the option to allow attendees to use their mobile devices.”

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: Video is available at <http://bit.ly/PPPMhS>