

NEWS

For immediate release

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NXP and ITN International Powers NFC Digital Badges and Experience Apps at CTIA Super Mobility Week 2015 and IBC 2015

During the same week, on two continents, a unique show experience for attendees and exhibitors using near field communication (NFC) and mobile apps were deployed

BETHESDA, MARYLAND, September 14, 2015 — ITN International's BCARD Reader and INTERACT Apps, enabled exhibitors and visitors at CTIA Super Mobility Week 2015 in Las Vegas, NV USA, and IBC 2015 in Amsterdam, The Netherlands, to capture and exchange business cards from the NFC badges that ITN issued to all attendees. The NFC badges were powered by [NXP's MIFARE DESFire EV1](#) chips, offering a perfect balance of performance and security for best user experience. Its open concept enables complementary applications at the venue, like micropayment, and in the hosting city, like public transport.

All attendees could simply download the INTERACT mobile app and it allowed them to read other attendees badges thus making the "business card exchange" process extremely simple. "I usually use my badge to exchange information with exhibitors but I have never been able to actually use a mobile app on my phone to read other attendee's badges, add notes and save to contacts" said David Holmes from TigerTaps, a visitor at CTIA Super Mobility Week. "I think that this feature is very useful and using NFC to touch the badges made the process quick and easy." Thousands of attendees at both events downloaded and took advantage of the app.

At both events, exhibitor staff could capture leads from attendees' NFC badges, via ITN's BCARD Reader, loaded on iOS, Android or WP8 phones. The app was enhanced this year with a complete product collateral distribution feature that allowed exhibitors to send specific brochures to leads at the time of capture.

"ITN is committed to providing exhibitors a seamless lead retrieval experience at every event," says Ivan Lazarev, President and CEO. "Because of the constant feedback we get from exhibitors, we know that NFC is the best technology for events, but now that we can also help them manage their content and distribute it we see an increased usage of BCARD Readers at shows. Together with the outstanding user experience of MIFARE DESFire EV1 we are seeing a wider adoption of NFC solutions. More and more staff being empowered with a mobile lead management app, thus increasing their return on investment."

About ITN International

ITN International is the world leader in mobile NFC and cloud-based event solutions. Headquartered in Bethesda, Maryland, the company maintains operations in Salt Lake City, Utah; Eastbourne, UK; and Napier, New Zealand. ITN has more than 60 full-time employees and serves more than 15,000 exhibitors and more than 100 events annually. ITN's clients include CTIA, IBC, EMC, HP, International CES, Jack Morton Worldwide, Microsoft, and UBM. More information is available at www.itnint.com

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) creates solutions that enable Secure Connections for a Smarter World. Building on its expertise in High Performance Mixed Signal electronics, NXP is driving innovation in the application areas Connected Car, Security, Portable & Wearable and Internet of Things. NXP has operations in more than 25 countries, and posted revenue of \$5.65 billion in 2014. Find out more at nxp.com.