

NEWS

For immediate release

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DeviceFidelity and ITN International Partner to Outfit iPhones for NFC-based Lead Retrieval at Mobile World Congress

Partnership extends “the NFC Experience” by enabling exhibitors to read attendees’ NFC badges with iPhones

BETHESDA, MARYLAND, March 17, 2014— DeviceFidelity and ITN International joined forces at Mobile World Congress 2014 in Barcelona to provide participants an enhanced “NFC Experience” on iOS. Using DeviceFidelity-powered Cashwrap cases for the iPhones, exhibitors were provided a unique opportunity to read conference badges with ITN’s lead retrieval app BCARD Reader using NFC on iPhone 5S, 5, 4S, and 4.

The joint effort between the companies assured that iPhone-carrying exhibitors could also capitalize on the NFC Experience promoted by show manager GSMA, in partnership with DeviceFidelity and Incipio. The NFC Experience allowed attendees at Mobile World Congress to use their iPhones as show badges, as well interact with signs and posters throughout the event. The official GSMA Mobile World Congress show app worked with the NFC cases, and included digital food coupons for use on site, as well as access to content at citywide NFC hotspots.

DeviceFidelity worked with ITN to allow ITN’s BCARD Reader also to run on iPhones equipped with a Cashwrap case, as well as on iPads using DeviceFidelity iCaisse products, so exhibitors could capture leads with their iOS devices.

“We were excited when ITN approached us saying it wanted to integrate its lead retrieval app with our NFC technology platform for Mobile World Congress,” says Amitaabh Malhotra, Chief Operating Officer, DeviceFidelity. “Our platform offers flexibility, so app developers can interact with the NFC elements of our product to create interesting new use cases. With the ITN implementation, we now have lead retrieval as an added functionality available to users of our complete product line.”

“The integration of BCARD Reader with DeviceFidelity was important to ITN from the standpoint of driving value to the greatest number of customers,” says Ivan Lazarev, President and CEO, ITN International. “About 10 percent of the Mobile World Congress exhibitors who used our solutions opted to run BCARD Reader on iPhones equipped with a Cashwrap case. We’re pleased we could provide those customers the solution they preferred.”

Mobile World Congress 2014 took place February 24-27.

About DeviceFidelity

DeviceFidelity, Inc., develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide. Its patented CredenSE and In2Pay® microSD and iCaisse for iPhone solutions transform popular mobile phones into an interactive contactless transaction device. Committed to bringing contactless innovation to the mobile

phone, the company launched moneto, the world's first multi-platform mobile wallet in the US. DeviceFidelity is a private corporation with headquarters in Richardson, Texas, and offices in San Mateo, California, and Aix-En-Provence, France. More information is available at www.devicefidelity.com.

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; Brighton, 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 Amazon, EMC, HP, International CES, Jack Morton Worldwide, Microsoft, VMware and UBM. More information is available at www.itnint.com.