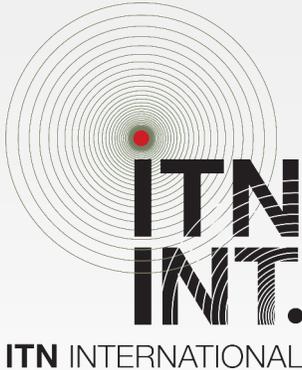


BTAG

Make your event's badge a digital tote bag



About ITN

ITN International, the world leader in mobile NFC and cloud-based event solutions, serves corporate event producers, event agencies, tradeshow managers, and exhibitors on six continents.

The clients we serve, not unlike ourselves, are pacesetters within their industries. They include leaders like Amazon, CTIA, EMC, HP, International CES, Microsoft, VMware and UBM.

BTAG. Your content at a touch.

BTAG is a near-field communication (NFC) hotspot that delivers content whenever an attendee touches it with his or her event badge or NFC smartphone. It allows attendees to gather content during your event in the easiest way imaginable—by turning their badges into “digital tote bags.”

Powerful and versatile.

- BTAG gives you an innovative tool for communicating throughout your event. The solution is ideal for event producers who provide content for education, marketing or customer experience enhancement.
- BTAG is a BCARD Reader (able to capture badge-touches) *and* an NFC tag (able to pass information to other readers). That means attendees can also use their NFC phones to interact with BTAGs.
- You can assign to a BTAG any Web content (URL) you choose: Websites, YouTube pages, e-literature, presentations, photos, etc. Attendees who touch the BTAG with their badges receive an email with a link to your content. Attendees who touch the BTAG with their NFC smartphones link directly to the URL.
- You manage the content assigned to the BTAG through the BCARD Portal. You can change the content at any time.
- On site, you can deploy BTAGs anywhere by affixing them to posters, signs or any surface; or by asking your representatives to carry them.
- Every BTAG is a self-contained unit, powered by a battery that lasts up to seven days. Each unit is Bluetooth enabled, allowing it to connect to a mobile phone and upload badge-touches in real time to the BCARD Portal, so you get a live picture of attendees' interest in your content.



[WATCH VIDEO](#)

To learn more, contact ITN today.

+1.801.676.7931
www.itnint.com
info@itnint.com