The **Ultimate** in **Lead Management** from the **World Leader** in **Mobile** lead capture **Solutions**
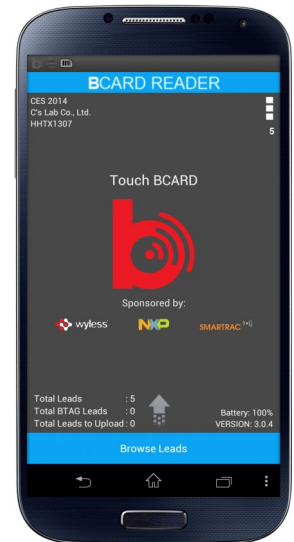
Exhibitors say ITN International's solutions are the best lead-management tools in the event industry. No other technology has proven to be as fast, friendly, reliable, or powerful.

BCARD READER

BCARD Reader is an application that allows exhibitors to capture, qualify and fulfill leads using NFC. The app lets users capture leads by touching the device to attendees' NFC badges. All leads are uploaded to a secure cloud portal via the WiFi or cellular network.

The app also lets users qualify leads with a survey; edit leads' contact information; take notes; select product information from an online library and send those selections to the attendee by email.

▶ WATCH

Features

■ NFC Badge reading via touch

■ Full contact info populates screen

■ Browse and Edit functions

Qualify Leads

■ Customizable lead forms with branching and open text responses

■ Note field with onscreen keyboard

▶ WATCH

Collateral & Content Distribution

■ Store your product collateral in the cloud

■ View content in app

■ Choose content best targeting each lead

■ Email your choices with a tap

■ Lead gets custom email with links to content you have chosen

Store Leads in Real Time in the Cloud

■ All leads are stored locally and upload to our secure BCARD Portal

BCARD READER

CES 2014
C's Lab Co., Ltd.
HHTX1307   5

Touch BCARD

Sponsored by:
wyless   NXP   SMARTRAC

Total Leads   : 5
Total BTAG Leads   : 0
Total Leads to Upload : 0   Battery: 100%
                                        VERSION: 3.0.4

Browse Leads

Supported platforms:
(Smartphone, tablet and PC)

■ Android

■ WP8

■ Windows 7 and 8.1

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98 percent of exhibitors collect sales leads at trade shows, but less than 70 percent have any formalized plan or process in place for how those leads are followed up after the show.

Jump start your follow up process by delivering collateral at the time the lead is captured

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FOR DETAILED PRODUCT INFORMATION VISIT OUR WEBSITE: WWW.BCARD.NET