BCARD – Lead Management Ecosystem for NFC mobile phones at
tradeshows, conferences and events

Presentation to MIT ENTERPRISE FORUM:

Near Field Communication (NFC): The RFID Revolution for your
Mobile Phone — e-Wallets and much more

www.itn-international.com
Who We Are

We are the Touch ‘N Go Event Solutions™ company.

Specializing in:
- NFC technology (RFID)
- Mobile Data Management

Market Focus:
- Tradeshows
- Events
- Communications
What we do

BCARDReader – Lead Management Ecosystem for NFC mobile phones at events and trade shows

- Over 11,000 deployments of the BCARDReader since November 2008
- Over 1,200 events using BCARD as a standard for identification
- Over 5 million BCARD credentials issued

Data Flow:
- Registration
- Credential
- Mobile App
- Online Portal
- Follow-up Action

ITN International
Touch 'N Go Event Solutions™
The BCARD Ecosystem
Our Product: BCARD Reader
Over 14,000 rentals since November 2008
OUR BUSINESS MODEL

- Sign up event producers and provide registration services to issue BCARD badges
- We have offered lead management services to exhibitors at those events
- This creates an event specific sub-ecosystem to our overall BCARD Ecosystem
- At this time, we only rent our devices
THE FUTURE OF OUR BUSINESS MODEL

- Our goal is to position BCARD as a standard for events and tradeshows
- We are in the process of offering licenses to various providers around the world
- The BCARD Reader will be available to users that have NFC phones and will be able to download it OTA or have it embedded in their payment wallet
- We continue to work very closely with the handset manufacturers and the network operators to make sure that the devices have a BCARD
OUR NEXT CHALLENGE

• Quickly grow and enhance the BCARD ecosystem and develop the BCARD Portal so it becomes the new “Professional” Facebook for information exchange

• To reach this goal we need to grow the community of developers that will use BCARD and the portal as a preferred repository of professional information links collected via NFC

• ITN will spin off BCARD into a new company, BCARD Technologies that will seek funding to properly and quickly grow the ecosystem working with all key operators in the mobile industry.

• Anybody interested?
Contact Us

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