

Best Tradeshow Visiting Shortcuts for Smart Phone Users

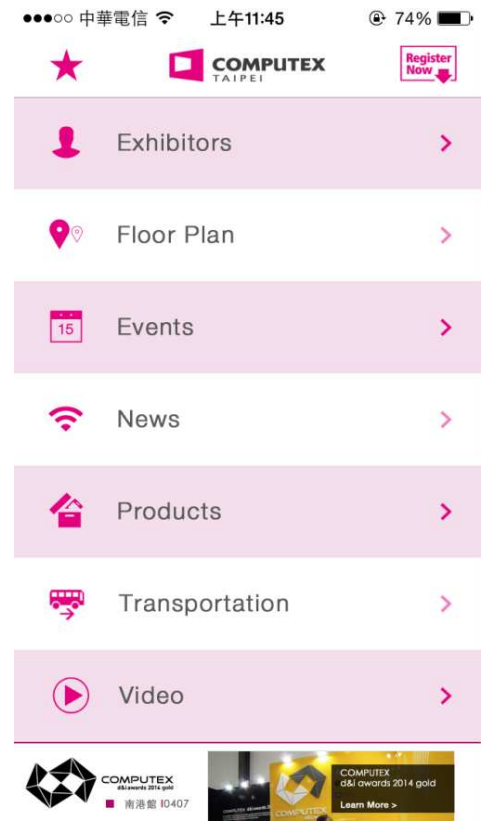
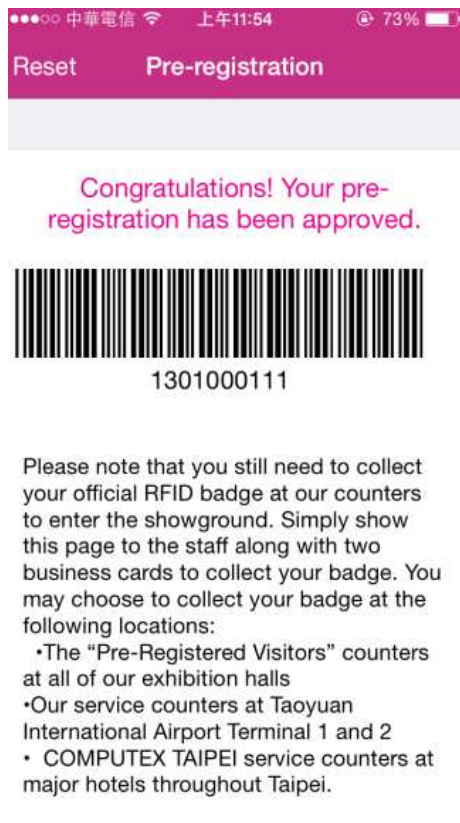
COMPUTEX Organizing Team
Taiwan External Trade Development Council (TAITRA)

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World's first upgraded RFID exhibition badge embedded with Metro Access

Objectives:

With the popularization of mobile devices, many visitors possess smart phones. To increase the number of pre-registered visitors, app registration was implemented allowing international visitors to register for tradeshow through COMPUTEX app. The app enables visitors to pre-register for the show anytime anywhere. With a flash of the bar code from their smart phones, international visitors can easily obtain their exhibition badges. In addition, the COMPUTEX app helps to better promote show features such as forums and Buyers' Night.



Actions:

- International visitors who pre-register via smart phone receive the metro card embedded in their international visitor's badge. The embedded card gives international visitors unlimited free rides on the metro during show days while letting them easily move between the exhibition halls, hotels and tour sights.



- The COMPUTEX app is done by a contractor. For developing the pre-registration for this app, we overcame many hurdles to synchronize pre-registration data for the online system and app.
- Exhibitors may collect visitor's information by renting RFID data collector from the organizer or by using RFID reading functions with COMPUTEX TAIPEI APP via smart phones with NFC functions.

Results:

- App pre-registration has delivered more convenience to international visitors. The leap in growth can be seen last year when the number of pre-registered visitors soared to 10,825 from 7,653 in 2012, which is a 41.44% growth. In the period actual number of visitors increased 7.15%.

- By integrating show app with pre-registration, COMPUTEX TAIPEI offers better hi tech enabled services that complements its image for being the world's leading ICT show.