

## 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

#### **4** 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.

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<b>〈</b> Home <b>Pre-Registration</b>	Reset Pre-registration		Register Now
This Feature is for Overseas Visitors Only	Congratulations! Your pre-	L Exhibitors	>
The personal data collected will be used by the organizers only in order to forward the applicant (by phone, mail and other means)	registration has been approved.	የ 🕅 Floor Plan	>
information about exhibitions or trade promotion activities in the years 2014-2018.		15 Events	>
Those who wish to exercise any of the following rights, please contact us at computex@taitra.org.tw:	1301000111	News	>
<ol> <li>Make inquiry and request for a review of personal information;</li> <li>Make request for duplications of</li> </ol>	Please note that you still need to collect your official RFID badge at our counters to enter the showground. Simply show this page to the staff along with two	Products	>
<ul><li>personal information;</li><li>3. Request supplement or correct personal information;</li></ul>	business cards to collect your badge. You may choose to collect your badge at the following locations:	쩆 Transportation	>
<ol> <li>Request stop of collection, processing or use of personal information</li> <li>Request deletion of personal information.</li> </ol>	•The "Pre-Registered Visitors" counters at all of our exhibition halls •Our service counters at Taoyuan International Airport Terminal 1 and 2	Video	>
Cancel I Agree	<ul> <li>COMPUTEX TAIPEI service counters at major hotels throughout Taipei.</li> </ul>	COMPUTEX Allower Bit Set 通常者 10407	/14 gold





#### 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.

### 4 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.

