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**Point and Meet.** The MingleStick is a handheld device that attendees can use to both transmit their contact information to another attendee and at the same time receive theirs.

### Electronic Business Cards

The latest step in the replacement of the paper business card comes from Mingle360 in the form of an electronic data transfer device issued to trade show attendees.

The MingleStick is a handheld device that enables attendees and exhibitors to both transmit and receive data with the push of a button, making it possible for two people to exchange information by pointing their MingleSticks at each other.

“People absolutely love our technology because of its simplicity and effectiveness,” said Doug Elliott, director of sales and marketing at Mingle360.

The diminutive device is indeed simple to operate. About the size of a cigarette lighter, the MingleStick’s main features are a button and a green light. Two users aim their MingleSticks at the other and push the buttons at the same

time. When the light goes on, it indicates that they have swapped information with one hand and without having to fish around for a card.

When the users have access to a computer, a USB port allows the new contacts to be downloaded and saved. The information includes contact details, the products and services they are seeking, and even a photo.

The fact that the MingleStick requires both users to press their button at the same time helps ensure that only the contacts that are truly desired are made.

For show organizers, the MingleStick offers a new sponsorship opportunity as well as a tidy means of improving exhibitors’ efficiency and raising their ROI.

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### Exhibition Centers Get ‘Smarter’

Fish Software and ExCeL London teamed up to turn ExCeL into the world’s first “smart” exhibition center by permanently installing RFID monitoring technology that keeps real-time tabs on everyone on the exhibition floor with an accuracy of six inches every second.

By hard-wiring Fish’s Real Time Measurement System (RTMS) technology into the building, ExCeL can offer sophisticated measurement, analytical and benchmarking tools to show organizers, regardless of the size of their event. The unique technology measures visitor traffic flow, dwell time, staff engagements, information requests and seminar attendance.

Fish CEO Michael Gilvar said the technology places events on a level footing with the Internet since every aspect of exhibiting can be measured with exceptional accuracy: average length of time visitors spend at a booth; what products and services they looked at; which members of staff they spoke to; and which products they requested information about. These are all measurable and can be subdivided against any specific

demographic.

“This will enable us to work more closely with our clients to help them and their customers deliver successful events,” said ExCeL CEO Kevin Murphy.

Attendees can also use the Fish service to create lists of contacts they made at the show as well as request delivery of additional product information. “This technology will revolutionize the industry and enable us to work even more closely with our clients to help them and their customers consistently deliver successful results,” said Murphy.

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**Smart Center.** ExCeL London permanently installed the RFID infrastructure that accommodates Fish software. The network allows ExCeL to offer audience-tracking services to every show it hosts.