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**KORE Telematics and ITN International Bring New Wireless Session Access and Data Collection Solutions to CTIA Wireless 2008**

***KORE-Powered ITN bCardMobile Cellular Network Enables CTIA Organizers to Track Session Attendance and Empowers Exhibitors to Collect Leads Online in Real Time***

Las Vegas, Nev.—CTIA WIRELESS 2008—April 1, 2008—KORE Telematics ([www.koretelematics.com](http://www.koretelematics.com)), North America’s largest independent provider of digital wireless services for the machine-to-machine (M2M), telematics and telemetry markets, and ITN International ([www.bcard.net](http://www.bcard.net)), a provider of information exchange tools for trade shows, today announced that CTIA Wireless 2008 has implemented its first full service wireless lead generation solution. Powered by the KORE M2M network, the ITN bCardMobile Cellular Network enables wireless information exchange among CTIA organizers and exhibitors, improving session security and attendance analysis, as well as exhibitor lead generation.

“This is first time that CTIA Wireless attendees will leverage ITN solutions to track and control session attendance. Doing so will provide real-time insight into how different topic sessions are performing,” said Rob Mesirov, vice president, operations, CTIA. “Tracking attendance is a top concern for CTIA and the combined ITN and KORE Telematics wireless solutions will enhance security with permission-based access to speaking sessions.”

Powered by the KORE M2M network, ITN Touch ‘N Go lead management systems will allow attendees to easily provide their contact information via their NFC (near field communication)-enabled badge and request follow-up by exhibitors. The exchange of information occurs when an attendee’s SECURbCard badge interacts with an ITN smartphone running on the KORE M2M network. Attendee data is uploaded in real time to a secured Website provided by ITN leveraging the KORE network cellular transmission. By collecting and managing data with speed, reliability and accuracy, exhibitors can implement effective strategies to qualify, distribute and follow-up on inquiries, which can dramatically accelerate the sales cycle.

“By powering the registration and data management services at the world’s leading wireless and NFC tradeshows including CTIA, GSMA, RSA Security, CTST, RFID World, WiMAX and Microsoft events, ITN is the recognized leader in wireless and NFC technology for the tradeshow industry. We have a proven track record for providing accurate, secure, reliable information exchanges that lead to quantifiable data and measurable results for show organizers, exhibitors and attendees,” said Ivan Lazarev, president of ITN International. “With the KORE M2M network, we are ensuring that all ITN Touch ‘N Go solutions have the reliable wireless connectivity required to transmit attendee data for real-time session tracking and lead collection.

By providing show organizers and exhibitors with the ability to better collect and manage data, all parties can benefit by maximizing the value of the event.”

“It’s only fitting that North America’s largest wireless trade show adopt the industry’s most innovative M2M applications to better service exhibitors and attendees,” said Alex Brisbane, president and COO of KORE Telematics. “As the only M2M network provider to offer GSM and CDMA coverage on North America’s two largest wireless networks, KORE is best choice for application service providers like ITN. KORE continues to work with some of the M2M industry’s most advanced application providers, powering solutions that improve lives, enhance security and reduce costs through process automation.”

KORE will be demonstrating the power of its M2M wireless network at booth # 5427 at the CTIA WIRELESS 2008 show, taking place at the Las Vegas Convention Center in Las Vegas from April 1 – 3, 2008.

#### **About ITN International**

For more than a decade, ITN International has provided registration, data management and information exchange tools to the trade show and event industries. Widely known for its SECURbCard™ solutions and RFID technology leadership, ITN products and services create outstanding experiences and meaningful interactions among show organizers, exhibitors and attendees. With over 3 million SECURbCards distributed at 750+ events worldwide, ITN’s technology solutions power tradeshow and events to deliver quantifiable, reliable results. For more information, visit [www.bcard.net](http://www.bcard.net).

#### **About KORE Telematics**

KORE Telematics, through its long-term direct service agreements and extensive infrastructure support, is at the center of the expanding M2M field. The company maintains a network operations center capable of managing all aspects of its network as well as call management, billing services, connectivity control, and Web-based SIM and device service management. These facility investments, combined with network services from the leading North American GSM/GPRS and CDMA/1xRTT and EV-DO carrier partners, assure users of seamless and high availability voice-and-data transmission capability for all their M2M needs. For more information, please visit [www.koretelematics.com](http://www.koretelematics.com).

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