

Contacts:
Ivan Lazarev or Judy Fairbanks
www.itn-international.com
+1.801.676.7900
info@itn-international.com

ITN International, Inc. Deploys its BCARDMobile Network Powered by Telefónica to Manage Access Control at the GSMA Mobile World Congress 2009 in Barcelona

Approximately 50,000 Attendees Will Use BCARD Credentials to Interact with Mobile Phones Powered by Telefónica's 3G Network Enabling Mobile World Congress Producers to Wirelessly Exchange Information and Access Data in Real Time

Barcelona, Spain, February 16, 2009 – ITN International, Inc. (www.itn-international.com), provider of registration services and information exchange tools for trade shows and events announced one of the largest ever deployments of mobile phone technology to manage access control and information exchange in the European tradeshow and event market. With hundreds of phones in use at the GSMA Mobile World Congress 2009 reading visitors' contactless badges, show management and exhibitors are able to control, monitor and collect data that posts in real time to a secured website via the cellular network powered by Telefónica's 3G Network. Attendees at Mobile World Congress are able to experience actual use of mobile phones reading contactless credentials in a business-to-business application.

To ensure a successful deployment, ITN is working with Telefónica and NXP Semiconductors, which provided the 3G cellular network and the SIMs for the BCARDMobile cellular network managed by ITN.

“Working with Telefónica's network at Mobile World Congress allows us to deploy a large number of mobile phones equipped with contactless readers that provided instant data management services to our clients, at a total cost of deployment that is far less than with other wireless networks,” says Ivan Lazarev President of ITN International, Inc.

“This is our fourth year powering ITN's network at Mobile World Congress and we are particularly excited by the deployment this year which takes advantage of the 3G network running on phones equipped with contactless readers”, says Luis Ezcurra, Terminals and Multimedia Director of Telefónica España.

“ITN continues to drive the deployment of contactless technology, paired with mobile phones, in the event marketing, by using our contactless MIFARE chips inside BCARD credentials at Mobile World Congress 2009,” says Jeff Fonseca, director of business development & sales, Near Field Communication, NXP Semiconductors. “NXP is the industry leading provider of contactless technology that transforms mobile phones into powerful data collection and exchange tools. ITN developed the perfect formula for the tradeshow and events industry, and has proven their ability to successfully deliver powerful experiences.”

"We are pleased to have the continued support provided by these companies," said Bob Puglielli, Managed Services & Registration Director, GSMC. "Our ability to efficiently and quickly manage access and exchange information is an integral part of the overall logistics of the event and experience of our attendees. Again, we thank them for their contributions to the success of the 2009 Mobile World Congress."

About ITN International, Inc.

For more than a decade, ITN has provided registration, data management and information exchange tools to the trade show and event industries. Widely known for its BCARD credentials and RFID technology leadership, ITN products and services create outstanding experiences and meaningful interactions among show organizers, exhibitors and attendees. With over 3 million BCARDS distributed at 1,000+ events worldwide, ITN's technology solutions power tradeshows and events to deliver quantifiable, reliable results. For more information, visit www.itn-international.com.

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