

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

ITN International, Inc. Deploys Five Hundred Nokia 6212 Classic NFC Mobile Phones at Greenbuild 2008, the Largest Ever Delivery of Near Field Communications Technology to the U.S. Tradeshow and Events Market

Over 25,000 Attendees Use BCARD NFC Credentials to Interact with Nokia NFC Mobile Phones Enabling Greenbuild 2008 Exhibitors and Attendees to Wirelessly Exchange Information and Access Data in Real Time

BOSTON, Massachusetts, November 21, 2008 – ITN International, Inc. (www.itn-international.com), provider of registration services and information exchange tools for trade shows and events, today completed the largest ever deployment of NFC mobile technology in the U.S. tradeshow and event market. Of the 800 exhibitors that relied on ITN lead management solutions, 500 utilized Nokia NFC phones to wirelessly scan NFC enabled BCARD credentials, collect qualified inquiries and conduct surveys. More than 150,000 NFC transactions occurred over three days, allowing customers and suppliers to conduct business quickly, effectively and securely.

“Launching our Touch ‘N Go Event Solutions™ on the Nokia 6212 classic NFC phones has finally allowed us to provide a completely integrated NFC mobile lead retrieval product to exhibitors at tradeshow and events. It won’t be long until many applications will be available for attendees to download over the air before or during an event. Attendees will be able to download coupons and special invitation tickets onto their own NFC phones. They will be able to use their own NFC phones to touch hotspots on posters that will instantly launch brand or product messaging and facilitate social networking.. Touch ‘N Go poster hotspots can initiate customized, targeted messaging such as videos and brochures and can initiate applications that enable the exchange of contact information and deliver preloaded cash value or prize points to the phone. Thanks to NFC phones, ITN will revolutionize the way the events industry works today. Our successful deployment at Greenbuild further solidifies our position as the recognized leader in wireless and NFC technology for the tradeshow industry”, said Ivan Lazarev, President of ITN International, Inc.

“ITN continues to drive the deployment of NFC technology in event marketing, by using our contactless chips inside BCARD credentials and the new Nokia 6212 classic NFC mobile phones at Greenbuild 2008”, says Jeff Fonseca, director of business development & sales, Near Field Communication, NXP Semiconductors. “NXP is the industry leading provider of contactless technology that transforms NFC 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 NFC experiences.”

"With the Nokia 6212 classic, we're responding to market demand for NFC phones, which was ignited 18 months ago with the delivery of the Nokia 6131 NFC, the first generation commercial NFC phone. We are rolling out more and more extremely successful NFC projects with our

partners - operators, banks, transit authorities, trusted third parties, and integrators. Each project has shown how consumers are so fascinated by the ease of use provided by NFC in our phones enabling them to access the services they want in just one tap,” says Jeremy Belostock, Head of Near Field Communications, Nokia.

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 tradeshow and events to deliver quantifiable, reliable results. For more information, visit www.itn-international.com.

To view ITN Touch ‘N Go Event Solutions featuring the Nokia 6212 classic NFC phones at Greenbuild 2008, visit http://www.itn-international.com/video_library.html

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