

# ITN International & bCODE showcase Mobile Ticketing at CTIA Wireless I.T. & Entertainment 2007

**San Francisco, October 22, 2007** – *ITN International, a leading event data management provider and bCODE, a mobile ticketing technology provider, today announce their partnership to launch "mobile ticketing" services for the trade show and conference industry.*

The integrated ITN-bCODE mobile-ticketing service will be showcased at the registration area of the CTIA Wireless I.T.& Entertainment event held at the Moscone Center, San Francisco, this week.

The service will allow a selected group of attendees to scan their mobile device to obtain a badge to gain entrance to the event.

ITN's "Fast-Track" state-of-the-art registration service provides patrons with the ability to perform self-service check-in by scanning either a mobile ticket from a mobile device, as well as a barcode from a print-at-home ticket. Gone are the days of long line-ups outside industry conferences and exhibitions.

"The ability to send a text message to any phone without worrying about the type of phones is a real plus for us" says Ivan Lazarev, President of ITN International. "We have experimented a lot with barcode on cell phones but we were always disappointed by the accuracy when reading the phones with a barcode reader. bCODE has found a unique way to ensure maximum accuracy and we are excited to deploy this technology for check-in at tradeshows and events".

bCODE's mobile ticket scanning technology is the only technology in the world today capable of reliably scanning tickets from more than 99.6% of the 3 billion mobile devices in the market. Mobile tickets and coupons are delivered as a plain text message, and are then optically read from the screen of the devices. It is completely device and carrier agnostic.

Earlier this year, bCODE provided mobile ticketing for CeBIT Australia 2007, the Australian leg of the world's largest ICT exhibition. It had set a world record by

successfully scanning and admitting more than 10,000 patrons with over 200 different types of mobile devices.

bCODE mobile ticketing is also being used as the only method of admission at the Island Def Jam, Nokia and mSpot launch party taking place on the first night of CTIA Wireless I.T. & Entertainment 2007, on October 23<sup>rd</sup> at San Francisco's premier nightclub, Ruby Skye.

“We are pleased to have partnered with the leading player for registration services for the technology trade show industry. As mobile has become a central part to the I.T. industry in general, we believe there are strong synergies between what ITN is trying to achieve, and what bCODE is trying to achieve,” said Michael Mak, Chief Executive Officer of bCODE.

ITN International and bCODE are planning to rollout the integrated mobile-enabled event registration service to major conferences worldwide over the coming months.

**Contact:**

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**bCODE**

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