



Touch 'N Go
Event Solutions™

Scalable registration services

**BCARD – Lead Management Ecosystem for NFC mobile phones at
tradeshows, conferences and events**

Presentation to MIT ENTERPRISE FORUM:

**Near Field Communication (NFC): The RFID Revolution for your
Mobile Phone — e-Wallets and much more**

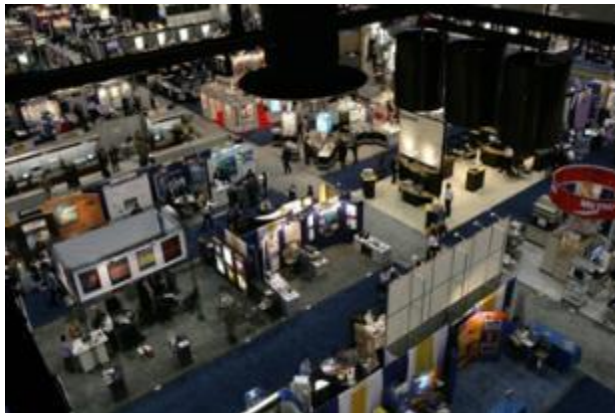
Who We Are

We are the
Touch 'N Go Event Solutions™ company.



Specializing in:

- *NFC technology (RFID)*
- *Mobile Data Management*



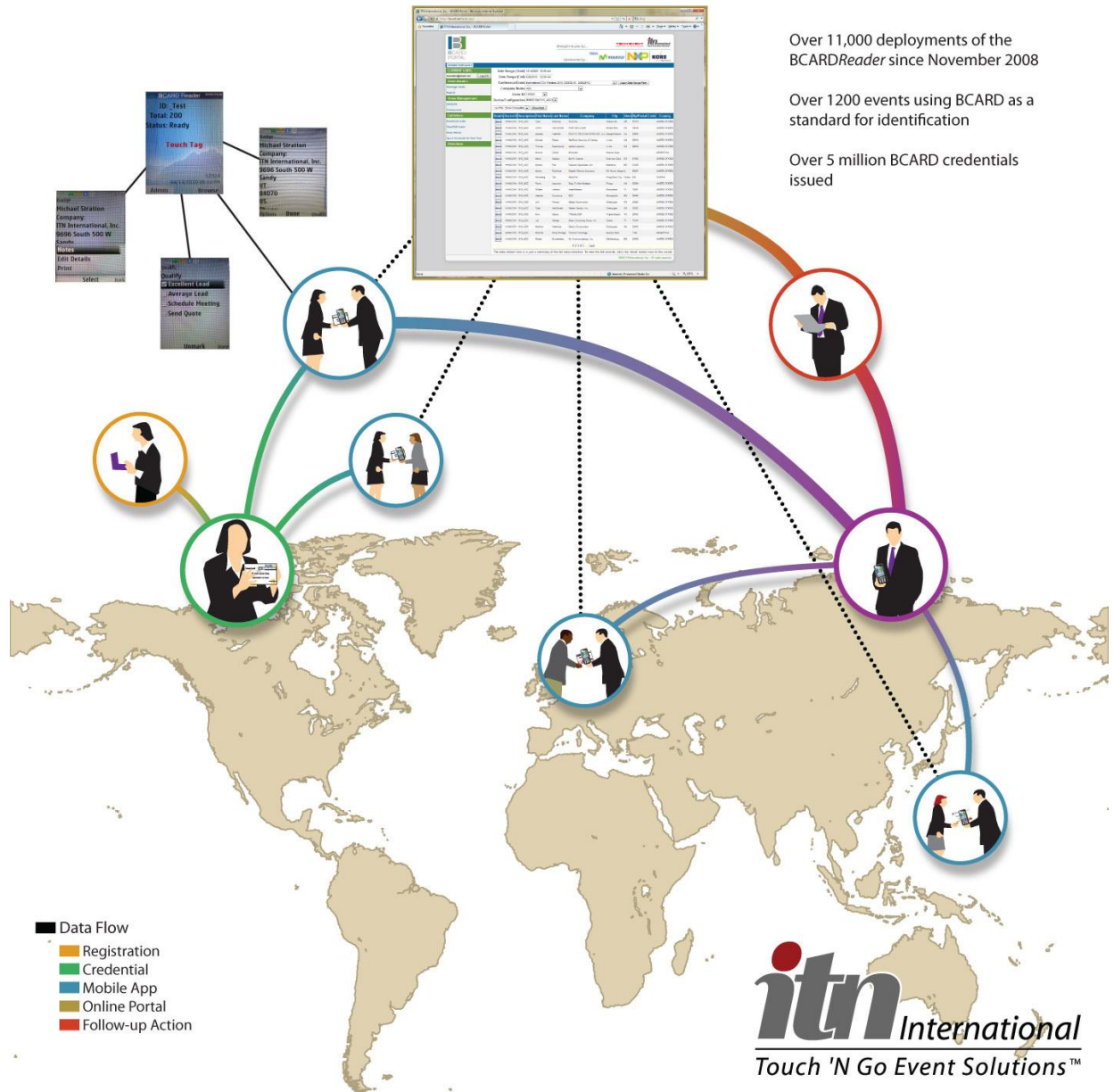
Market Focus:

- *Tradeshows*
- *Events*
- *Communications*

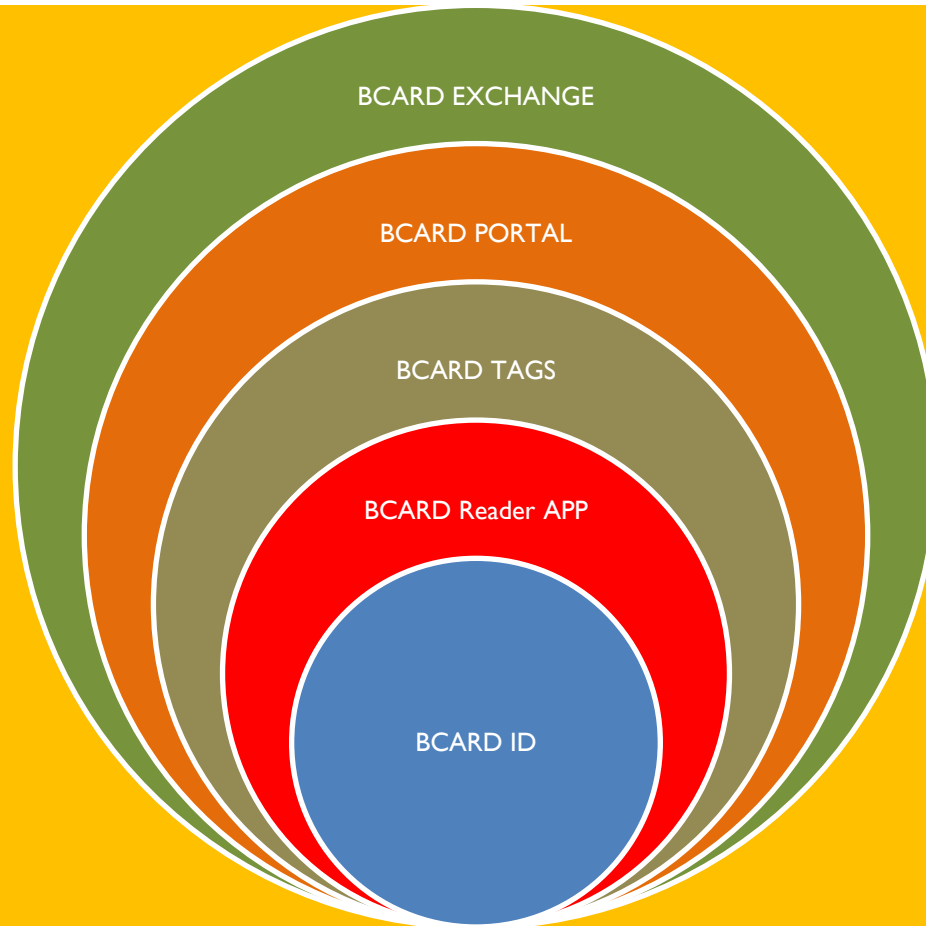


BCARDReader – Lead Management Ecosystem for NFC mobile phones at events and tradeshows

What we do

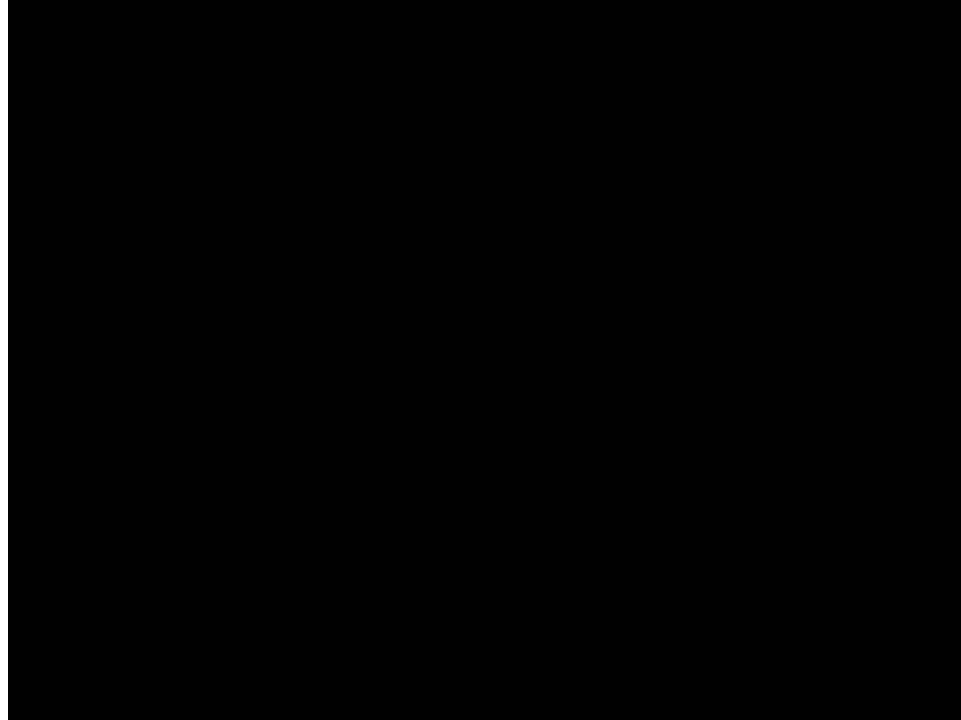


The BCARD Ecosystem



Our Product: BCARD Reader

Over 14,000 rentals since November 2008



OUR BUSINESS MODEL

- Sign up event producers and provide registration services to issue BCARD badges
- We have offered lead management services to exhibitors at those events
- This creates an event specific sub-ecosystem to our overall BCARD Ecosystem
- At this time, we only rent our devices

THE FUTURE OF OUR BUSINESS MODEL

- Our goal is to position BCARD as a standard for events and tradeshow
- We are in the process of offering licenses to various providers around the world
- The BCARD Reader will be available to users that have NFC phones and will be able to download it OTA or have it embedded in their payment wallet
- We continue to work very closely with the handset manufacturers and the network operators to make sure that the devices have a BCARD

OUR NEXT CHALLENGE

- Quickly grow and enhance the BCARD ecosystem and develop the BCARD Portal so it becomes the new “Professional” Facebook for information exchange
- To reach this goal we need to grow the community of developers that will use BCARD and the portal as a preferred repository of professional information links collected via NFC
- ITN will spin off BCARD into a new company, BCARD Technologies that will seek funding to properly and quickly grow the ecosystem working with all key operators in the mobile industry.
- Anybody interested?

Contact Us

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