



Press Release

DISO Provides Unique Solution for Attendee Management at Events

Piedmont, SC, USA, May 17, 2010 – Digital Identification Solutions, the world leader in retransfer card personalization solutions, working in conjunction with Max Event Technology, has developed a unique hardware and software solution for tracking attendee participation and sales lead retrieval at tradeshow events across North America.

Max Event Technology, Inc. in Greer, SC, manages events, such as the BrandSource Convention and Summit, and has exclusive partnerships with well-known corporations, like Harrah's Entertainment, Hard Rock Hotel, and The Palms Casino & Resort, to provide name badging solutions for conference and exhibition personnel. Their newest solution includes an *EDIsecure*[®] XID 570ie Retransfer Card Printer with a built-in Gen 2 UHF reader/encoder and producing the cards in Digital Identification Solutions' *IDExpert*[®] SmartACT credential management software.

Through the software, Max Event Technology can create their own custom card designs, determine what data they want to encode to the chip, and track the issuance and use of the cards at the events. In SmartACT, they can divide up their issued credentials by specific tradeshow, site locations and/or personnel groups, such as exhibitors, show staff or attendees. They can also designate cards as lost, damaged or deactivated, and set up workflow processes for determining if new cards should be printed as replacements.

David Ely, Vice President of Operations at Max Event Technology says, "When we looked at all of the card printing solutions on the market, DISO was clearly the leader. Working closely with their staff has been a pleasure and we value the long term relationship we have developed. In addition, their first hand knowledge of badge management software has helped us development a true value-added solution that is one of kind in the industry." "We are happy to assist Max Event Technology in finding a working solution to their growing desire to better manage their show attendee cards", says Jonathan Bowen, Business Development Manager for the US office of Digital Identification Solutions. "The flexibility of both our hardware and software components allows all of our customers to start with the feature sets they need right now to solve immediate requirements, plus gives them the advantage of adding features as their needs change and their projects grow."

With this solution, Max Event Technology plans to expand their product offering to their own clients by giving them a better means to register and manage the attendee traffic flow within the show floor, or from one event to another. This system alone will be used to issue thousands of personalized RFID cards in its initial year, and can handle significantly more volume as the market for their value added solution expands.

About Max Event Technology

Max Event Technology is a company focused on delivering cost effective and measurable solutions to the event services industry. We see a future where RFID will be a key component of every event attendee management system. Since 2007 we've been delivering the MaxRFID™ Platform at events and seminars for the world's most innovative enterprises. These leaders are executing on a new vision: to implement an event strategy to create a memorable experience that drives sustainable post-event sales. The MaxRFID™ Platform includes AttendeeLink, BoothLink, ProactiveLead, and PerfectAttendance. Each solution is tied to the MaxRTLS™ (real-time location system) and drives the key components of each event; Event Planning, Lead Generation, and Seminars. For further information please visit www.maxetech.com.

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About Digital Identification Solutions

The Digital Identification Solutions Group is a global provider of advanced identification solutions with a worldwide installed base of more than 11,000 systems. In October 2009 the Group introduced to the world market the latest *EDIssecure*® X1D Retransfer Printer generations for distinct Business Line segments as well as a much enhanced Professional Line Portfolio in combination with new Inline Lamination Modules. The Professional Line Portfolio will support multiple new modules in the forthcoming future, as well as the revolutionary LCP 9000 Laser Color Personalization System, which had been preannounced already earlier. The company has own sales-, marketing-, logistic- and support centers in Germany, the United Arab Emirates, Singapore, China, the United States and Mexico. Together with its vast network of certified partners, Digital Identification Solutions is in a position to deliver state-of-the-art solutions virtually anywhere in the world. The company combines cutting-edge technology, extensive industry know-how and an impressive array of references in the private and public sector. For further information please visit www.digital-identification.com.

Source:

Digital Identification Solutions LLC

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