



## **Dietze Enterprises' Family of Products**

Dietze Enterprises, Inc., (DEI), is the only lead retrieval company to offer a complete line of products geared specifically to the collection of attendee data at meetings and tradeshows, among them:

### **RFBADGE™**

The RFBADGE looks like a typical identification badge distributed during registration at tradeshows or conferences, but embedded within the layers of this one-piece badge are an electronic storage device and antenna that transmit information via radio frequency identification technology (RFID) to an RFBADGE reader. RFBADGE fits into standard-sized badge holders and is printed and encoded simultaneously, unlike other RFID systems. DEI provides users with the complete RFBADGE printing solution, including the RFBADGE stock, printers and readers, in addition to the encoding software. Through its RFBADGE, DEI is the first company to offer low a cost RFID-based turn-key solution and its applications to the tradeshow and conference industry.

The RFBADGE and RFBADGE Reader systems have applications for both tradeshow managers and exhibitors. Utilizing advanced technology, the RFBADGE provides show managers with security enhancement, data exchange, identification, access control and attendee verification in a fast and easy-to-use system. Exhibitors get 100% accuracy in data exchange between the RFBADGE and RFBADGE reader used within their booths. They can then upload the collected data to their home offices and qualify leads and send materials to prospects even before the show is over.

A standard tag can store up to 256 characters of data, and no line-of-sight or swiping is required to transmit the data to the receiver. The RFBADGE package is the most efficient lead retrieval system available.

### **SmartScan™**

The SmartScan system is a tabletop lead retrieval terminal that captures event attendee registration data (available information is at the discretion of show management) by using the attached hand-held laser scanner to read the bar code on an event attendee's name badges from a distance of six to nine inches. It has the capability to read magnetic stripe technology, 1D and 2D bar codes, and RFID technology. The data is then automatically written and saved to a diskette in the integrated floppy disk drive and immediately printed as it is scanned. Each diskette holds over 3,000 sales leads and can easily be converted for use with a number of third-party software products, including most CRM programs.

SmartScan comes pre-programmed with 20 standard lead qualifiers. Users can also specify up to 20 of their own lead qualifiers to be programmed for ease in qualifying prospective customers, thus maximizing the effectiveness of follow up efforts. It comes complete with built-in help screens to ease its use. The system is compact, lightweight and requires an electrical source, although it does have the ability to secure leads during power outage conditions through a backup power source.

### **NOMAD™**

Hand-held and compact, this portable, wireless, battery-powered, lead-tracking device features a built-in bar code scanner allowing users to capture predetermined registration information (available

information is at the discretion of show management) from a distance of 5 inches. The NOMAD has the ability to read magnetic stripes, 1D and 2D bar codes and RFID technology. It comes complete with custom lead retrieval software and its portability enables users to track data from any location.

Users operate NOMAD through touch-screen buttons. Touching buttons on the display screen of the unit initializes bar code scanning and allows for the addition of lead qualifiers or access to pre-programmed lead-qualifier codes for aid in prioritizing sales follow-up efforts. On-screen counters and gauges show the total number of records scanned and provide battery life readout. At the end of the event, the unit is returned to DEI where the barcodes scanned will be processed. Leads are then sent to the user via e-mail or on diskette.

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