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### **Dietze Unveils RFBADGE™ – Newest Technology in Lead Retrieval**

CHICAGO (August 25, 2004) — Continuing its 15-year tradition of being first to offer the most advanced systems to exhibition management, Dietze Enterprises, Inc. has introduced the RFBADGE™, a name badge embedded with a Radio Frequency Identification (RFI) technology that allows information to be collected accurately, quickly and easily.

“The RFBADGE will change how sales leads are gathered because it provides exhibitors a complete record of visitors to their booths more efficiently than other lead retrieval devices,” said Vaughn Dietze, president and founder of DEI. “RFBADGE also provides an added measure of security, access control and more efficient management of trade shows, which appeals to organizers.”

The patent-pending product is a paper badge; within its layers is an antenna-equipped electronic storage device that contains encrypted attendee registration information. An RFBADGE reader, which can scan the badge from a distance of between 2 to 6 inches, then collects the information via radio frequency.

The RFBADGE was designed to meet the needs of both tradeshow organizers and exhibitors. Badges can be printed and encoded with attendee information in one efficient step (versus the multi-step process required by some other systems), easing the registration process. In addition to being paired with a built-in printer, the RFBADGE reader scans and stores information scanned from the badge’s chips at exhibitors’ booths. The system is cost-competitive with other lead retrieval approaches.

RFBADGE has already been used successfully at several shows, including the RFID World Conference in Denver in April, 2004. Show organizer, Shorecliff Communications was pleased with its performance. “The ability to capture the information of key prospects without the clumsy process of reading a badge with a printed barcode was a hit with our exhibitors and preferred by attendees as well,” said Shorecliff Vice President Paul Diemer.

DEI is a leading provider of registration and exhibitor lead retrieval products and services to the tradeshow and conference industry, focusing on supplying affordable lead collection systems and support for its products and services. For information, contact Vaughn Dietze, 312.329.9073, or [info@Dietze-inc.com](mailto:info@Dietze-inc.com).

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**Note to editors:** *Product photos are attached; they are available digitally (high-res; tif or jpeg formats) upon request to Hodge Communications.*