



QuickMobile Inc.
#400, 1008 Homer Street
Vancouver, BC V6B 2X1 CANADA
+1 604 875 0403

QuickMobile and BI WORLDWIDE Bring Augmented Reality to Meetings and Events

Partnership gives planners and organizers easier access to exciting attendee engagement technology

VANCOUVER, B.C. – October 14, 2014 – QuickMobile and reseller partner BI WORLDWIDE are bringing augmented reality (AR) to the meetings and event industry. The companies will be demonstrating how the technology can be utilized during events at QuickMobile’s booth at IMEX America on October 14-16, 2014. The partnership will make AR more accessible to a wider range of events by combining BI WORLDWIDE’s AR apps and back-end technology with QuickMobile’s mobile app expertise and reach among event organizers.

AR is a live view of a physical environment (usually through the camera lens of a smartphone) with enhanced elements that are overlaid with computer-generated data such as images, video, audio or text. Available in 2D or 3D, AR offers a bold new approach to content delivery that creates a richer participant experience, allowing exhibitors and event owners to connect, engage and entertain in unique ways.

“Augmented reality dramatically enhances the event experience through captivating visual engagement,” said Patrick Payne, CEO of QuickMobile. “Event planners and exhibitors are able to share content more creatively and more interactively, in 2D or 3D format, all through their mobile event apps. It was just a short time ago that we were talking about AR as the future of mobile event apps, and here we are with BI WORLDWIDE demonstrating how it can be implemented today. This is yet one more way that we are extending the utility of mobile event apps for both planners and participants.”

“Event planners and marketers want new ways to attract more participants while exhibitors want new ways to share and interact with visitors,” said Dawn Martin, Vice President, Meetings & Shows with BI WORLDWIDE. “Whether promoting a new product, conducting training sessions or simply wanting to entertain, augmented reality encourages app usage and event engagement. Despite being around for a while, AR has only been accessible for big events with big budgets...until now. QuickMobile’s knowledge of how and where to use AR to improve the event experience combined with our technology and design capabilities make AR a reality for more events.”

About QuickMobile

QuickMobile is transforming meetings and events with mobile apps that engage and delight audiences. QuickMobile's [mobile engagement platform](#) creates an always-on communication channel that allows event owners to increase attendee participation, build loyalty and generate revenue through richer experiences. By fully leveraging the capabilities of QuickMobile's mobile and social solutions, customers can extend events into yearlong conversations and build lasting relationships with their audiences. QuickMobile's head office is located in Vancouver, Canada. For more information, visit www.quickmobile.com. Follow QuickMobile on Twitter [@quickmobile](#).

About BI WORLDWIDE

BI WORLDWIDE is a global engagement agency that applies the principles of behavioral economics to produce measurable results for its clients by driving and sustaining engagement with their employees, channel partners and customers. Supporting 120 countries through seven global headquarters and operating in 22 languages, BIW continues to bring best-in-class solutions to its global and regional customers. For more information, visit BIWORLDWIDE.com.

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Media Contacts:

Kevin Wilson, 513-898-1008, kevin@crossborderpr.com

Susie Reeves, 650-577-0688, Susie@crossborderpr.com