

Press release

FOR IMMEDIATE RELEASE

Convention Data Services Launches Digital Badge Solution for Touchless Event Registration

Bourne, MA – June 4, 2020: Convention Data Services (CDS) announced today the launch of DigiBadge, a new event check-in solution managed directly from a personal mobile device. DigiBadge enables show organizers to provide a safe, touchless, and highly efficient self-check-in registration solution for attendees. This new considerably cost-effective solution is a fundamental part of CDS' Touchless Toolkit, created to support the health and safety of all event-goers.

CDS has been creating innovative registration solutions for over 30 years, and DigiBadge answers the market's call for a touchless onsite environment. In new attendee research from Freeman, health and safety factors rose above any business or economic factors when determining whether to attend an in-person event. "Our top priority is moving attendees through registration with care and ease," said John Kimball, President & CEO at CDS. "DigiBadge allows us to securely track attendees and create safe interactions," he added.

DigiBadge is an important step in creating a safe environment. A link to download DigiBadge can be sent to attendees via text or email prior to the event. DigiBadge is then added to Apple Wallet or Google Pay in an attendee's mobile device and can be used for session/hall access control, lead retrieval and digital backpack – eliminating all physical badge printing onsite.

CDS also offers hybrid registration solutions that marry DigiBadge with traditional printed badge options. Additional touchless badge options including mobile check-in for hotel and transportation are available.

Other solutions in CDS' Touchless Toolkit:

- **Session/Hall Access Control:** Density management and crowd control
- **Digital Backpack:** Hands-free digital content collection
- **Lead Retrieval:** Contactless lead collection

Convention Data Services

Convention Data Services (CDS), a Freeman Company, is the trusted event registration, business intelligence and lead management partner servicing top show organizers worldwide. Headquartered in Bourne, MA, CDS has been providing customized applications and support services for more than 30 years. www.cdsreg.com

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