

Press Release

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National Association of Broadcasters and the Radio Advertising Bureau present Lygase *Smart Shows*[™] RFID Solution to the 2011 NAB Radio Show

The National Association of Broadcasters (NAB) and the Radio Advertising Bureau (RAB) have chosen Lygase RFID Solutions to offer a special promotion to exhibitors at the 2011 Radio Show to be held this year in Chicago, Ill. Lygase, based in Wheeling, Ill., will offer its premier RFID booth traffic monitoring and reporting solution SmartShows[™] to all exhibitors to test the technology and receive a sample of data captured in their booth. After the show, each exhibitor will have the opportunity to purchase booth attendance data and other business intelligence reports at a special low introductory price. Should the exhibitor choose to define their target audience based on attendee demographic information, the reports will be prioritized so the most important prospects are identified for quick follow-up.

In addition to the automated RFID booth traffic reports, exhibitors will have the option to integrate their lead retrieval data captured from the CDS' XPress Lead Retrieval products into one report from Lygase showing which qualified prospects were captured by CDS lead retrieval devices and which potential prospects who visited the exhibitor's booth were not captured. An extremely efficient process that will ensure Radio Show exhibitors do not miss any leads.

Lygase offers a compelling product suite of reports designed to provide exhibitors with business intelligence about the event never before possible on a large scale. When all exhibitors invite Lygase to install RFID equipment in their booths, the entire show floor can be monitored so each exhibitor can understand the percentages of visits to their booth against their competitor's booths. These statistics are measurements that offer valuable insight to each exhibitor about their booth performance and pre-show traffic building program.

Best of all, combining the SmartShows[™] RFID analysis and the CDS XPress lead retrieval technologies will supply all 2011 Radio Show exhibitors with the ability to understand attendee interests and product preferences, as well as gain insight into booth performance and lead potential. Exhibitors will have the ability to capture all visitors (excluding names of those who may opt out) and traffic pattern data by meaningful demographics and length of time visitors were engaged in conversation at their booth.

Exhibitors will increase their return on investment and revenue opportunities as they capture booth visitor traffic in real-time and further qualify additional leads.

"This is an exciting opportunity for Lygase RFID Solutions to work with both NAB and CDS to bring a comprehensive visitor tracking and analysis solution to all exhibitors of the 2011 Radio Show. The real value in our solution is our ability to cover an entire show floor and offer each exhibitor an opportunity to use automated radio frequency technology and advanced reporting metrics that have typically been only afforded by large companies that can purchase other expensive RFID solutions. Lygase has capitalized on evolving technology and lower prices to bring this technology to the event market place that every stakeholder (e.g., venue owner, show organizer, meeting planner, exhibitor, and attendee) can afford to benefit from," said Ketrus Collins, CEO, Lygase RFID Solutions.

2011 Radio Show exhibitors interested in learning more about this joint offering by CDS and Lygase are invited to attend a webinar on August 8, 2011, where both companies will explain the opportunity and benefits of the solutions. To learn more about Lygase and the *SmartShows*[™] Solution by watching this short video: [SmartShows[™] for Exhibitors](#).

For information on Lygase RFID offering, contact Christy Higgins at 248.722.8071 or via email at christy@lygase.com. For information on CDS Lead Retrieval, please contact Vickie Silver Levinson at 925.785.5896 or via email at vlevinson@cdsreg.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About RAB

Radio Advertising Bureau is the sales and marketing arm of the Radio industry. Today their constituents number nearly 7,000 members including some 6,000 stations in the U.S., and over 1,000 associate members in networks, representative firms, sales and international organizations. Learn more at www.rab.com.

About Convention Data Services

For over two decades, Convention Data Services (CDS) has been providing state-of-the-art registration, database management, exhibitor lead retrieval services and event marketing to the trade show industry, serving the needs of businesses and non-profit associations nationwide. For the third consecutive year, the company was named to the Inc. 5000 list of fastest-growing private companies in the country. To learn more about CDS, please visit www.cdsreg.com.

About Lygase RFID Solutions

Lygase integrates innovative technology with business processes to help our clients obtain business information and intelligence for a measurable return on investment. We provide you with the best of three worlds: an understanding of business intelligence, data management and mobile, RFID/RTLS, GPS technologies. To learn more about Lygase, please visit www.lygase.com.