



ExpoTools Lead Retrieval Equipment Improvements and Outlook

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Specialty Sensor Technologies has made significant improvements to its line of tradeshow products known as ExpoTools since the products were introduced to the market in Aug, 2004. The application of these products has broadened from lead retrieval to include attendance, session and seminar tracking as well. Feature upgrades have resulted in lower costs to contractors (simpler & faster operations, reduced shipping costs) and higher levels of usability.

Extended Battery Life

Improved battery technology, as well as reduced power requirements, allow our portable readers to be used for up to 5 full days on a single charge (assumes 8-10 hours of use per day and 1500 scans in total). Contractors simply distribute the readers at the beginning of the show and collect them at the end, even if the show lasts 5 days! Readers can be fully charged in less than 4 hours using our travel/charger cases (supplied with rentals).

Wireless Printing

Now our portable readers are completely portable – even when printing! Cables are no longer required. With wireless Bluetooth technology built into both our readers and printers, exhibitors can scan badges using one or more readers, and obtain their printouts at a single printer tucked out of the way. This no hassle approach makes everyone's tradeshow experience easier – no lost cables, no broken cable connections and no time spent connecting to the printer.

Improved Download Speed

Downloading data from our readers has always been fast and simple, but our engineers just couldn't stop. Now downloading speed is 10 times faster! Contractors will find that downloading is almost transparent when checking readers back in at the end of a show.

Auto-Email

Many exhibitors nowadays cannot use floppy disks and are asking to have their data emailed to them. Our download software now includes an auto-email section to seamlessly send each exhibitor's data directly to them along with a custom message and show name. Data downloaded at equipment check in time will be sent automatically once a network connection is available. Of course, management tools are built-in to ensure all exhibitors receive their data in a timely fashion, effortlessly.

Higher Density Travel Cases

Our new travel cases hold 40 readers in the same size as our 30 reader cases, with minimal increase in weight. This reduces shipping costs by another 10% resulting in real savings in your pocket.

Session Tracking Software

Many show organizers are now asking lead retrieval contractors to offer solutions for attendance and session tracking, not just lead retrieval. Our readers are perfect for those applications. To make it easier for contractors, our software now offers some direct support: use it to print session identifiers which can be posted on the door, or kept on a clipboard. To initiate tracking for a particular session, simply scan the identifier prior to scanning the attendees. Each attendee's badge information will then be appended with the session identifier.

Direct to MMC Data

We are now beta-testing our latest firmware which allows exhibitors to store their lead data directly on MMC cards in a PC compatible file format. This is a significant improvement towards autonomous lead retrieval for exhibitors and leads to a number of options to the contractor: 1) exhibitors can be given the cards at the end of the show; 2) exhibitors can download the data from a card at any time during the show; or 3) the data can be downloaded as normal and provided to the exhibitor at the end of the show. Exhibitors can use the MMC cards directly (most PDAs have MMC slots), or they can use low cost MMC-USB adapters. (These USB adapters are inexpensive enough to be given away in some cases.) Since the data is in a PC compatible format, the exhibitor can easily access the file without installing drivers or other software. A backup of the data is still kept internally in the reader and can be downloaded by the contractor at any time as normal.

On-site Management Software

From the start, our ExpoTools have been available with 2 separate software packages: Setup and Download. Now, we have added a third package which combines the functionality of the Setup and Download software along with features specifically aimed at the management of equipment during the tradeshow or event. Contractors can now manage the checkout and checkin of equipment according to booth numbers, and track items including payment, delivery to booth, etc. This software is currently available to qualified contractors.

USA Shipping Warehouse

We now have 2 warehouse locations: Montreal, Quebec for shows in Canada, and Plattsburgh, New York for shows in the United States. Contractors no longer must deal with the increasingly difficult aspect of cross-border shipping – our warehouses save time and shipping costs.