

At its eighth annual conference, RFID Journal is partnering with Lygase to offer exhibitors an unprecedented level of information about attendees visiting their booths, thus maximizing their ROI.

Jan. 6, 2010—*RFID Journal* today announced that it is partnering with [Lygase](#), an RFID services company that offers business intelligence solutions, to provide exhibitors with a new lead-capture and data-analysis solution at the eighth annual [RFID Journal LIVE!](#) conference and exhibition, to be held on Apr. 14-16, 2010, at the Orange County Convention Center in Orlando, Fla.

Lygase's SmartEvents system, driven by [InSync](#)'s application framework, relies on [Mojix](#)'s STAR technology, a real-time location system that utilizes passive ultrahigh-frequency (UHF) tags to track the movements of attendees within an event's exhibit hall (see [At Dragon Boat Race, RFID Captures Festival-goers](#)). The SmartEvents system protects visitors' privacy by allowing them to choose which vendors to share their data with, but also enables an exhibitor to rank leads based on booth dwell times, as well as compare its own performance at the event with the average for all booths, and the average for all direct competitors.

"This is a very exciting project for *RFID Journal* to be involved in, because we will be able to prove the feasibility of a revolutionary new lead-management system, as well as provide additional value to our exhibitors and attendees," says Mark Roberti, *RFID Journal*'s founder and editor. "We've taken measures to protect attendees' privacy, while also enabling the capture and analysis of data that has never before been available to exhibitors."

Those in attendance will also benefit from the system. Each time an attendee visits a booth, the Lygase system will capture the name of the exhibitor, and that information will be provided to that individual after the event. He or she will then be able to log onto [RFID Connect](#), *RFID Journal*'s event and community portal, view the particular booths he or she visited and download additional information, without having to lug home heavy brochures. Attendees will also receive data regarding which booths and sessions were the most visited, and which were most attended by others with a similar background.

"We are extremely pleased to showcase our revolutionary approach to lead capture and business intelligence at the world's premier RFID event," says Ketrus D. Collins, Lygase's president. "We will prove that RFID can provide exhibitors, attendees, event organizers and venue owners with data that will drive business value for each of them."

The conference program for LIVE! 2010 will focus on how all types of RFID technologies—active, Wi-Fi, passive UHF, passive high-frequency (HF) and more—can be used to provide business visibility, enabling companies to streamline processes, lower costs and improve efficiencies. This year's event will include eight industry-specific and how-to conference tracks, nine in-depth preconference seminars, fast-track [CompTIA RFID+](#) training and certification, four co-located events and the [RFID Journal Awards](#).

RFID Journal LIVE! to Feature Groundbreaking RFID Business Intelligence System

Topics/Verticals: [Privacy](#), [Innovation](#)

What's more, the conference will feature technology exhibits and demonstrations conducted by the leading RFID companies worldwide. [Motorola](#), whose RFID offerings are designed to help businesses simplify deployment, lower operational costs and achieve a return on investment, will be the event's cornerstone and registration sponsor. More than 175 RFID companies will exhibit at LIVE! 2010, demonstrating their latest technology solutions.