

## 'INDIA TELECOM 2007 to use TELiBrahma's Bluetooth-powered event solution

TELiBrahma Convergent Communications Pvt., Ltd., in association with Federation of Indian Chamber of Commerce (FICCI) deploys TELiBrahma's proprietary Event Solution. The Solution will provide a robust mobile infrastructure for the event's interactive sessions between Government, Policy makers, Industrial leaders and potential investors.

TELiBrahma's event solution is a comprehensive and completely managed solution addressing the critical pain points of an event organizer. It helps them utilize and channelise the opportunity that exists for the event organizers. The event attendees/delegates and audiences at the seminar/conferences held at the event venue can access complete information about the event on their mobile phone. To do so, all they need to do is activate the Bluetooth on their handsets as they enter the event venue.

The four day event at New Delhi, India focuses on raising and addressing some of the issues pertaining to the topic 'Digital Divide to Digital Opportunities' from December 12 - 15, 2007. The event focuses on the networking opportunity for exchange of ideas leading to future business alliances, buyers-sellers meet, global experiences and showcasing state-of-the-art technologies.

'Our events solution will operate like a Mobile Platform on the fingertips of the exhibitors, organizers and visiting delegates to inform each other about their participation at this event,' said **Narasimha Suresh, Chief Executive Officer, TELiBrahma Convergent Communications Pvt., Ltd.,**

Service Providers, Network Infrastructure Manufacturers, Mobile Handset Manufacturers, Content Providers and Accessory Manufacturers who are proposed participants at the event would benefit from TELiBrahma's event solution which a comprehensive and completely managed solution is addressing the critical pain points that arise in an event.

### **Features of the solution:**

**Visitors:** The visitors attending the four day event can access complete details about the conference which include topics, schedule, speaker's details and the details of the venue. They can also get information about the exhibition, list of exhibitors, venue and information about the organizer on their mobile phone. This user friendly guide can be availed by activating 'Bluetooth' and downloading the application onto their Mobile handset.

**Exhibitor:** Over 145 exhibitors at the event get to use the mobile communication channel at the venue. This enables the exhibitors to deliver information and promote their stall to create a recall for his brand on the screen of the mobile phone of every visitor. It also acts as an effective prompt for every delegate to visit the stall of the exhibitor.

**Organizer:** The event organizer gets to enhance the event for their clients and visitors and also get to provide a communication channel for their stake holders.

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