

## CASE STUDY

### Event Guide – 3GSM World Congress 2007

#### Background and Client Objectives

In 2007, Roundpoint developed a mobile event guide for Europe's largest mobile device conference– 3GSM World Congress. The event was held in Barcelona and the event guide included a list of exhibitors, latest news, access to press stories, the conference agenda, an exhibition map and a local restaurant guide.

#### Roundpoint's Solution

Roundpoint firstly agreed the design of the mobile guide with the GSMA. The guide provided information about all the important elements of the conference including the names of key speakers. It was also possible to drill down and read press releases. A key benefit for GSMA was that it gained an additional revenue stream from the show's exhibitors and other promoted companies who were listed on the mobile guide.

Roundpoint's solution included listings of exhibitors, restaurants etc as well as search functionality. The restaurant section included an a-z listing of the restaurants featured as well as the possibility to search by restaurant type e.g vegetarian. It was also possible to dial through to make a booking or contact an exhibitor. Furthermore real-time information such as weather conditions was provided.



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