



**Dump
the Box!**

LEADATURE **EXPRESS**

CHICAGO — Leadature from PRMconnect, the technology solution that continues to revolutionize the lead capture and e-literature process, now has multi-lingual functionality.

Recently introduced at a show in Italy, the new feature allows users to self-select the language they want to converse in. In its debut launch, Leadature functioned simultaneously in Italian, French, German and, Greek and English.

Users used a simple touchscreen interface to select their language of choice which was reflected in both the on-site experience and in the literature they selected.

“Our clients consider Leadature an essential tool in their attendee interaction, measurement and post-show follow-up and wanted to use Leadature across their entire global program,” said Dean Hills, PRMconnect’s Digital Strategist. “Adding multi-lingual functionality removes another barrier for the international exhibitor and helps unite their entire program and associated measurement data into one database, which is a powerful tool.”

Leadature frees exhibitors from simple capture boxes and yesterday’s lead tracking limitations while connecting them in real-time with their leads and data captured. Exhibit managers are using Leadature to capture and qualify leads, instantly notify field sales representatives, distribute e-literature, and generate instant metrics.

PRMconnect is powering revolutionary technology for the convention industry including Leadature, LeadatureExpress and Event Evaluator. PRMconnect, the participant relationship management experts. For more information, visit www.prmconnect.com.