



PRESS RELEASE

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**POKEN Event Technology Now in New Zealand**

Poken is a suite of products and software that enable the collection and exchange of digital information in the real world with a simple touch. Poken can deliver to your event innovative marketing solutions that will generate new business leads, while creating an interactive and innovative way for attendees and participants to network and engage with information.

Georgina Torrington, Director of Velox Group (NZ) Ltd is pleased to be able to offer the poken product to the New Zealand event and trade show market place. New Zealanders are quick to adopt new technology and the event organiser is now looking for solutions which allow for green events, incorporates social media, increases networking efficiency, delivers return on investment for the sponsor(s) and also extends the life of each event – poken does this through their suite of products and software, says Torrington.

Poken creates a memorable experience for participants and great value for organisers and sponsors. Increasing the networking efficiency between participants at events, trade shows and conferences is achieved by creating a common platform for engaging, exchanging information and managing relationships.

For pokenEVENT participant's poken is a digital replacement for physical business cards. They enable people to constantly gather and organize all the details of the new contacts, including social media sites such as LinkedIn, Facebook, StumbleUpon, Flickr and more without the need for any data entry post event and having them readily accessible by syncing with all major contact management tools.

For exhibitors, presenters and guest speakers the shift is from simply distributing information to start leads through digital content during and post event. Poken enables the sharing of rich media contact about an exhibitors company in the real world, and in real time through pokenTAG. A pokenTAG is an electronic sticker that stores digital documents and multimedia files.

The pokenHUB is the engine room of the event, allowing exhibitors to share updated information, distribute post show specials, automatically delivered to the in-box of all buyers who visited their stand whilst also allowing all participants to update contact details, for up to 2 years after the event closes.

For organisers poken offers powerful post event analytics and can assist in increasing engagement and interactivity at your events using game mechanics and widgets. The pokenGAME platform enables an organiser to manage activities, points, achievements and rewards as well as offering post event analytics to show participants, objects collected, contact information, top networkers and more.

Poken is the leading provider of touch based solutions for events and location based marketing campaigns. Founded in 2007 the company now has over 32 employees and is the acknowledged market leader in Near Field Technology touch based solutions. Originating from Switzerland poken is the brain child of company Founder, Stephane Doutriaux and is now available in New Zealand exclusively through Velox Group (NZ) Ltd.

For more information about poken please visit stand 510 at Meetings 2012 or visit [www.poken.com](http://www.poken.com).

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