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## Presseveröffentlichung

Trade Show Executive, Oktober 2009

The session on innovation included a look at XNiP, presented by Robert Drblik, CEO. Drblik said his service was a new way of looking at the long-standing role of trade shows in educating buyers about new products. "When I see a trade show, I see information," he said. XNiP is a new archiving platform that stores content from magazine articles and ads; exhibit booths and conference sessions; registration badges; text messages; etc.

The user simply enters a pre-assigned, four-digit XNiP code via text message to his or her personal account. The data is instantly archived for referral at any time. Drblik provided a live demo of the service by using his mobile phone to enter the XNiP code in both the feature article in *Trade Show Executive's Gold 100* directory and the PrivilegedAccess.tv ad.



**At His Fingertips.** Robert Drblik demonstrates his XNiP archiving platform on his cell phone.

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