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Pressemitteilung

Just XNiP it!

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07/2009 By [Kara Horner](#)



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Want to give attendees at your next event easy access to your exhibitors' product information? The XNiP online archive service from Hamburg, Germanybased XNiP GmbH lets exhibitors create code numbers for each of their products. To receive more details, attendees can use a mobile device to text message the code to a personal XNiP account. The information is then sent to the XNiP account and can be accessed anywhere, anytime. The solution eliminates the need for attendees to take home stacks of promotional materials and reduces printing costs for exhibitors.

The trade show industry's already checking it out: the International Association of Exhibitions and Events (IAEE) will offer XNiP for exhibitors at its Expo!Expo! Annual Meeting & Exhibition, December 8-10 in Atlanta.

"The use of XNiP at exhibitions and events offers major advantages for both sides," says IAEE President Steven Hacker, CAE. "The XNiP technology will fundamentally change the trade show experience for visitors, organizers and exhibiting companies when it comes to efficiency and range of impact. XNiP also offers significant advantages when it comes to lowering costs and protecting the environment."

XNiP: AYH5

XNiP sofort und ohne Vorabregistrierung ausprobieren: Einfach XNiP-Code per SMS zum Normaltarif an die 53535 senden, um diese Meldung zu xnipen!

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