

## The Future of Event Apps Arrives This Summer

*Introducing...*  
**FUSION™**



### The industry's first ever event app that works on all devices *and* continues to function without an internet connection

For as long as mobile event apps have been around, event planners have had to choose between the affordability and speedy deployment of web apps, and the powerful offline functionality of native apps. We're happy to announce that event planners finally have another option that provides them the best of both worlds, web and native, together in one affordable solution – **introducing EventMobi Fusion™**.

EventMobi has always taken pride in finding innovative solutions to the event industry's challenges. When planners told us they needed to enhance the educational experience at their sessions, we built an Audience Response System so planners and speakers could better engage attendees. When planners looked for more exciting ways to immerse attendees in their events, we created the industry's first ever gaming layer integrated within an event app.

With an increasing number of devices available on the market and internet connectivity an ever-present concern, we've worked hard and are now proud to present **EventMobi Fusion – an event app that works across all devices and continues to function without an internet connection.**

EventMobi Fusion™ is currently the only mobile event app on the market where all of these unique advantages converge to enhance attendee experience and simplify the busy lives of event planners. The new Fusion platform is made possible by the same cutting edge HTML5 technology that powers the mobile apps for world-renowned companies like Google, Facebook, and the Financial Times.

#### The Fusion Advantage

- ✓ Works Offline
- ✓ Device Agnostic
- ✓ Affordable
- ✓ Quick Download
- ✓ Easily Accessed
- ✓ Instant Updates
- ✓ Customizable
- ✓ High-Speed
- ✓ Premium Analytics

## How is EventMobi Fusion Better Than Conventional Native and Web Apps?

Up until today, native apps have been considered the first choice for events going mobile due to their fast user interface and offline functionality. But, they're prohibitively expensive and take a long time to build since each mobile device (iPhone, Android, BlackBerry etc) requires a separate development project and app store approval.

Mobile web apps, on the other hand, are easy to create and much less expensive. The good ones, \*hint hint\* like EventMobi, also work on all devices, eliminating the need to create different apps for each mobile device or deal with the hassle of app stores. The primary concern with traditional web apps however, is that they require a constant internet connection.

**Taking these points into consideration, what happens when we combine the best of both?**



With EventMobi Fusion™, planners can create a custom app for their event in just a few hours without having to spend valuable time and money going back and forth with developers building custom native apps for different devices. With the ability to add information, edit, and update the app instantly through the Content Manager, planners are happy knowing they're sharing information with every attendee at the event!

And as for that internet issue... thanks to a new technology called HTML5, the app automatically downloads to attendees' device in seconds allowing for offline functionality making for a truly remarkable experience for everyone at the event.

*Get all your attendees in the know...*

### STEP 1

Open your web browser and enter the event app URL



### STEP 2

The browser loads your event app automatically, saving it in seconds for immediate offline use.

✓ **Your event app is ready!**



*...it's just that easy.*

## So to recap, EventMobi Fusion™ allows event planners to:

- ✓ Provide attendees with a world-class app that doesn't cost a small fortune
- ✓ Get their solution up and running within a day
- ✓ Stop worrying about internet connectivity or their attendees' devices
- ✓ Customize and brand the app and launch experience to their liking
- ✓ Forget about the app store approvals process

In short, the event planner's workflow is streamlined and the attendee's event experience, memorable! It's our goal that with this fantastic new event technology, we can change the way attendees learn, network, and engage at future meetings, conferences, and trade shows.

## You can create your very own Fusion app today!

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