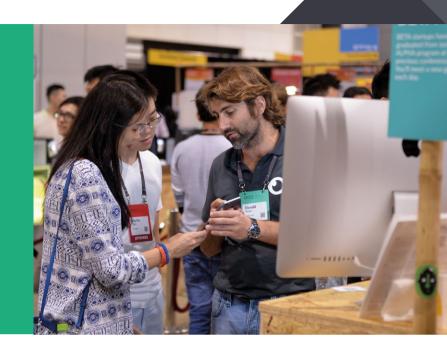# JADEONE and RISE HK

THE WHAT

An RFID tracking solution to monitor the movement of visitors to the event and the popularity of specific stands and exhibitors

THE WHERE

Hong Kong Convention Centre

THE WHEN

May 30 - June 2, 2016

THE WHO

RISE is produced by the team behind Web Summit - Europe's largest tech conference attracted 42,000 attendees from 134 countries in 2015.

In May 2016, 8000 people from the world's biggest companies and most exciting startups came to Hong Kong to share their stories and experiences at RISE. They were joined by global media, hundreds of investors and thousands of attendees for three days of networking.
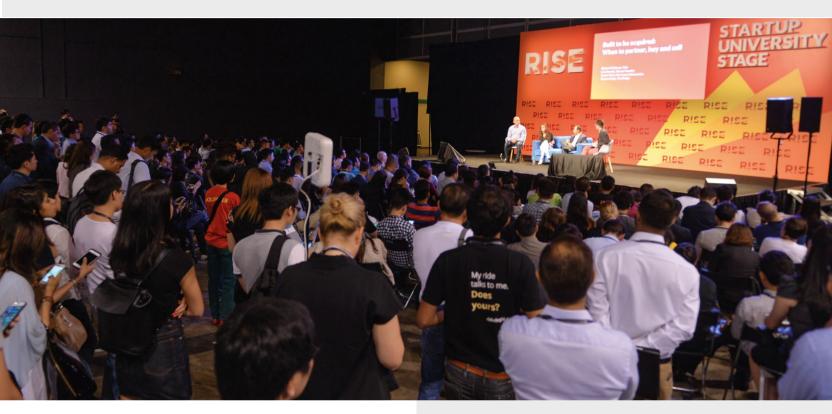
THE HOW

We utilised UHF antennae that were embedded in delegate badges and RFID readers strategically placed around the event. Readers were placed inside key sponsor's booth structures and discreetly at event entrance and exit areas. The readers tracked delegates through their badges.

AIM OF THE PROGRAMME

To deliver detailed analytics on attendee behaviour at the conference.

PROGRAMME FEATURES

- Load app used at fixed point and mobile cashiers
- Full menu EPOS for food and beverage outlets
- Customised NFC wristbands
- Real-time reporting
- Zero Wifi dependency
- Post-event analytics

RESULTS

- 1.24 million interactions over three days
- Delivered vital analytics and reporting to the event organisers - the first time that had access to such data.

JADEONE