

# Something Labs/b.TWEEN, Just-b Productions Attendee Tracking/Networking

## Case Study



### Wavetrend Channel Partner

UK-based Something Labs develops physical and software-based interactive solutions, bridging technologies as diverse as the Web, RFID, mobile phones, and live performances. The company's aim is to explore emerging technologies and their relationship with people, and then design project applications that enhance the user's experience. The company's products range from Web sites, PDA and mobile applications, and multimedia presentations to interactive installations.

### Business Challenge

Just-b Productions wanted to find a way to improve interaction among attendees at its annual b.TWEEN interactive media conference. The company was looking for a unique, high-tech way to monitor attendee traffic at the event, as well as enhance the overall conference experience.

### Solution

b.TWEEN is an interactive, media industry gathering in the U.K. presented by Sheffield-based Just-b Productions. For its 2006 festival at the Museum of Film, Television and Photography in Bradford, the promoters wanted to find an innovative way for attendees to network, while providing Just-b with valuable data on conference session attendance and event traffic.

The company put out a competitive call for solutions, and selected what came to be known as the Timelines system from Something Labs.

Timelines is a combination of social networking software and Wavetrend's Active RFID hardware that allowed attendees to network and learn about each other, as well as create a real-time record of their own conference experience.

The Timelines team, together with onsite staff, wired half a kilometre of cabling throughout the seven floors of the museum. They installed Wavetrend's W-series RFID hardware to create five tracking zones at the event.

Using RFID tags embedded in each personalized delegate badge, Just-b created a living map of the conference that could be used to track attendees throughout the two-day event. Large display screens located in each of the venue's five main tracking zones showed live, automatic updates of each attendee's whereabouts using color-coded paths, linked to photos and profiles of the corresponding delegates, all of which were provided and approved by the b.TWEEN attendees. This made it easy for individuals to connect and meet colleagues throughout the conference.



Timelines also automatically created a digital scrapbook for each participant by recording their movements and the content of the conferences they attended. Attendees were able to bookmark portions of the conference they found particularly interesting by pressing a button on their RFID badges. The system then created a link to the conference records that attendees could access later.

These bookmarks would appear as dots on the display screens and would alert delegates to other attendees who had bookmarked similar comments, encouraging them to network and discuss their common interests. Following the event, delegates were able to log in to their secure profiles to review their activities and listen to the audio soundbites linked to their bookmarks.

Delegates could also add their own perspective of the event to the system by taking pictures on their camera phones and posting them via Bluetooth to the Timelines server.

Timelines provided attendees with an intimate and personal experience, as well as a record of the b.TWEEN event, and exposed many of them to RFID technology for the first time. Just-b received instant feedback on which sessions had the highest attendance, and insight into traffic patterns during the conference.

### ROI

- Provided an archive of the event for attendees
- Improved networking opportunities for delegates
- Exposed many attendees to RFID for the first time
- Provided instant feedback on session attendance and event traffic patterns

### Customer Comments

*"Timelines came up with a new approach to networking. The project used RFID technology to help the attendees truly come together and connect at b.TWEEN. Its interactive capabilities encouraged the delegates to expand their social and business networks by identifying and matching their common interests and observations throughout the event."*

- Katz Keily  
CEO, Just-b Productions



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