Crystal Interactive, audience engagement specialists for live-events, are delighted to announce their partnership with Blendology’s smart wearables badging solution, adding to their portfolio of in-person solutions.

Blendology’s smart wearable allows attendees to network seamlessly with just a simple tap of a badge. The OneTap badges have powered over 450 events across 40 countries catering for nearly 100,000 people. The OneTap badges at a 400-person event can save nearly 80kg of plastic and business cards.

John Phelan, MD of Crystal, said: “We are incredibly excited to deliver Blendology’s smart badges, positioned perfectly for the return of in-person events this year. We know people have been itching to get back into the same conference venue as each other so we can’t wait to help drive networking in a smarter and sustainable fashion.

Our smart wearables will elevate our clients’ events and bring real value back into face-to-face networking, whilst helping our clients meet their sustainable goals through this 100% paperless solution. Additionally, the smart badges will plug in with our multi-event suite to create an all-in-one experience for delegates from event registration through to the moment they leave the venue”.

3 key benefits of the OneTap badges:

- Real-time smart networking - Digital contact exchanges at a tap of a badge, no more exchanging of business cards.
- Sustainability-driven - 100% paperless badging. No plastic or paper is wasted for content sharing.
- Live analytics – Monitor networking groups and keep an eye on the most popular exhibitors' booths as your participants engage with key tap points.

The powerful analytics emerging from the OneTap badges will provide Event Organisers with a potential ROI on exhibitions, trade shows, product launches and sales conferences.

For more information on smart badging, please contact hello@crystalinteractive.net or call +44 (0)1483 927 900.

URL: https://crystalinteractive.net/event-technology/smart-wearables/