How to Set Up the LOOPD Badge

Thanks again for using the LOOPD Platform for your event. We believe that both you and your attendees will benefit from using the Badge & seeing crystal-clear ROI.

Attendees don't have to worry about losing business cards, or do any manual data entry later, and you don't have to scan and swipe attendee Badges.

They enjoy a hassle-free VIP experience while you can focus on what you do best: curating an amazing event.

The LOOPD Badge is an award-winning, bi-directional sensor that attendees, speakers & exhibitors wear during your event.

At only 1.34" long, 1.1" wide, and 0.28in tall, each LOOPD Badge weighs less than 5 grams and has a battery life of two months. It's the epitome of small but mighty.

Compatible with both iOS & Android, you can rest assured that all of your attendees will have no trouble getting up to speed.

Each LOOPD Badge has Bluetooth LE connectivity, which offers several advantages over Near Field Communication (NFC) and Radio Frequency Identification (RFID) technologies. Unlike other options on the market, it is more affordable, mobile-compatible, & supremely scalable. In addition, Bluetooth LE enables event planners like yourself to collect data about what attendees did at your event in a passive, non-intrusive way.

At a practical level, the LOOPD Badge can help each attendee do the following —

- Exchange digital business cards

- Check into and out of sessions passively

- Collect marketing materials

- Record the entire "journey" of the event

You might still be wondering, "Why do I need the LOOPD Badge? Can't people just use the smartphone app?" We're glad you asked.

We designed the LOOPD Badge to be sleek, comfortable, and most important of all, natural. It augments the app's functionality in several distinct ways —

01

The LOOPD Badge delivers complete control and security. Attendees transfer their contact info only when they want to.

02

People often forget to charge their phones, and the LOOPD Badge works even if an attendee's phone dies.

03

Everyone at your event will have the LOOPD Badge. This means that Reese with her iPhone won't have an trouble network with Sage on his Android device.

04

The LOOPD Badge works reliably even when tons of people on tons of devices are sucking up the bandwidth. This reliability helps to protect the user experience for everyone involved.
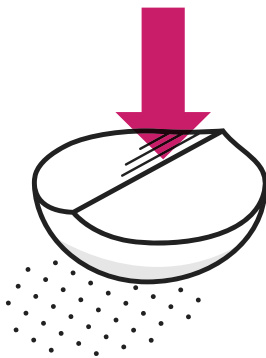
05

The LOOPD Badge is discreet, comfortable, and easy to use.

People won't have to dig their phones out of pockets, bags, or the unknown abyss.

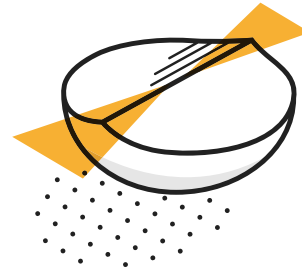# How do attendees use the LOOPD Badge to exchange contact info?
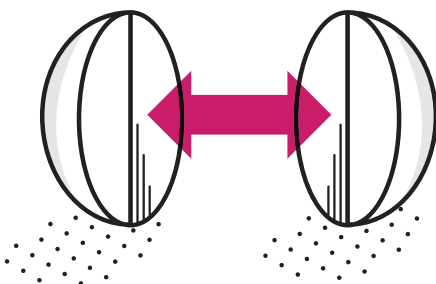
Reese and Sage both press buttons on their LOOPD Badges.

They wait for the orange light to blink.
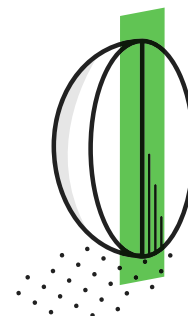
They hold their LOOPD Badges within six inches of one another.
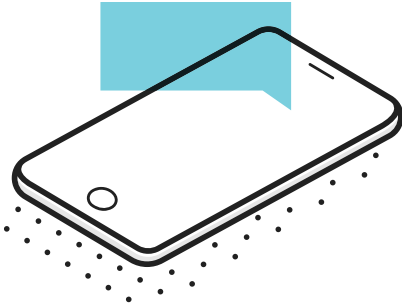
They wait for the green light to blink. The green light signifies that the two have successfully exchanged contact information.

Reese and Sage also receive confirmation in the event app.

There's very little room for "user error." For that reason, the LOOPD Badge isn't intrusive. It doesn't affect how attendees already act at events but instead gives Reese and Sage more control over their interactions.

Worth noting is that Reese can choose to not share her information. The contact exchange happens only if both attendees press the button & bring their badges close together. Each party exercises full control over the exchange.

But once they decide to share their info, using the LOOPD Badge takes less time than pulling out their business cards.

How does the LOOPD Badge record event history?

With the LOOPD Badge, attendees don't have to worry about remembering what they did at your event. Their LOOPD Badges automatically record their complete event history — sessions attended, exhibitors visited, contacts met, and other areas of interest.

All recording for attendees happens automatically inside the app.

The LOOPD App then organizes this event history and enables attendees to sort it by connection, time, and location. They can also view session information and speaker multi-media, receive contact and company update alerts, and check out exhibitor information & marketing collateral.

It can be challenging for attendees to make use of what they learn at events — a lot of stuff is flying at them! — so this history provides a convenient way to jog their memories and remember to follow up with new contacts.

Will attendees be tracked everywhere?

You designate points of interest in your floor plan: rooms, exhibitors, and significant areas. The LOOPD team then places LOOPD Hubs at those locations so that those "sensors" can capture movements only at their specific areas in the venue.

By cross-referencing your schedule and time signatures, the LOOPD Hubs and the LOOPD App also track attendee's presence in specific rooms during specific sessions. Each LOOPD Hub tracks attendees inside a radius of 30', but LOOPD Hubs do NOT track attendees after they stop outside of that proximity.

Xero Case Study - 10,000 Connections & 2,500 CPE Credits

A quick case study might help you understand how all this functionality looks out "in the wild." A QuickBooks alternative, Xero's accounting software enables their customers to manage invoicing, bank reconciliation, bookkeeping.

The National Association of State Boards of Accountancy (NASBA) had recently introduced a new requirement: "A participant's self-certification of attendance at a group program alone is not sufficient. The CPE provider must employ additional attendance monitoring procedures."

Xero partnered with us for their XeroCon Denver event, and we were able to solve one very specific business challenge related to their continuing professional education (CPE) program.

Group CPE training programs must now provide not only proof of date and time of attendance for each certified public accountant and bookkeeper, but they must also record attendance time in twenty-minute intervals. These "nano-credits" replace the one full credit for a session of fifty minutes or more.

To get the full CPE credit, accounting professionals must be able to show prove they have earned multiple nano-credits.

How did the LOOPD team rise to the challenge?

We mounted modified Bluetooth/Wi-Fi LOOPD Hubs at the entrance to each session room. We then synced up our entire platform (Hubs, Wi-Fi networks, servers, Badges, and apps) so that those LOOPD Hubs scanned each LOOPD Badge every millisecond.

And as for Xero, they were able to offer the world's first passive and non-intrusive monitoring of CPE training at a three-day business conference. Our platform recorded over 260,000 data points, and as a result, Xero was able to award 2,500 CPE credits.

None of the accounting professionals had to wait in line to check in. The experience was frustration-free for them. They could focus more on networking: 10,000 new connections, to be precise.

To say that we were thrilled with these outcomes would be an understatement.

With the LOOPD Badge, your attendees can swap contact info without business cards.

And as you will soon witness firsthand, the virtual exchange is quite easy. Armed with new contacts & their event history, your attendees can derive maximum value from your event. Their ROI is yours too. You do want people to come back next year, right?

We hope that you take full advantage of the many capabilities of the LOOPD Platform to make your event richer and your life easier.

etouches
LOOPD