

What is Arecibo?

Arecibo is a web-based application that utilizes radio frequency identification (RFID) technology to track, store and manage attendee participation and contact information.

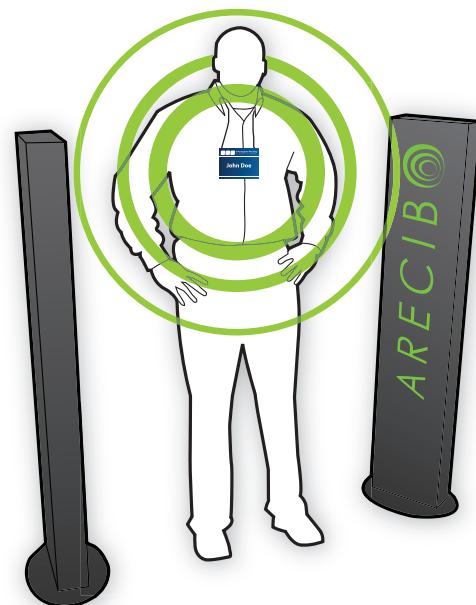
How does Arecibo Work?

Each name badge is embedded with an RFID tag. The tag is encoded with a unique identification number that corresponds to information about the attendee stored within Arecibo's database.

The information from the tags reads something like: **"Hello my name is #94066."** The radio frequency (RF) reader then links that unique number to the event's Arecibo database, which contains personal information that the attendee provided when they registered for the event.

These RFID badges use what's known as passive technology; they have no internal power supply and do not broadcast a signal. Instead, small antennas throughout the meeting area transmit a radio signal that's reflected back from the tags.

An RFID tag does not require an unobstructed line of sight and can be read through several clothing materials.



What About Privacy?

Arecibo will not "track" the precise location of a particular person at any given time; it can only tell when an attendee passes through a doorway to a session you would like to collect attendance information on. Once a badge wearer leaves the meeting space, the RF antennas will no longer communicate with that badge, and no information can be collected.

Because the unique ID number is the only piece of data embedded on the tag itself, attendees can be assured that no important information can be compromised.

What are the Benefits of Arecibo?

- Arecibo eliminates the need for traditional sign-in sheets and safeguards against lost or missing sign-in sheets
- Attendees spend more time engaged in the presentation and less time being processed into the meeting
- Badges are read instantly as attendees pass through the hall and long lines are avoided
- Enhances the HCPs onsite experience with smoother transitions between meeting sessions
- Eliminates the need to have staff members manually scan each attendee
- Custom reports can be generated and exported client ready
- Event and session information can be accessed from any web browser