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**Massachusetts Convention Center Authority and Swift Mobile announce
convention industry's first apps for iPad and Android**

New apps on multiple platforms give Boston events a smarter way to meet and network

The Massachusetts Convention Center Authority and Cambridge-based Swift Mobile today released the meeting and convention industry apps myBCEC and myHynes to the iPad and Android markets.

After a free download from Swift Mobile (<http://swiftmobile.com/apps/>) or through the Android market or iTunes Store, attendees using an iPad or Android mobile phone can use the myBCEC or myHynes apps to quickly become locals, planning their visit to the Boston Convention & Exhibition Center or the Hynes, and experiencing a meeting or conference in a new light.

"Technology is evolving rapidly and so is the MCCA as we continue to find new ways to uphold our role as a leader in event technology," said Mark Michaud, senior director of IT at the MCCA. "The release of these latest apps before any other convention center allows us to remain ahead of the curve, a competitive advantage we plan to maintain, and one which allows current and future meetings in Boston to network and conduct business smarter and faster than anywhere else in the world."

Networking is made smarter by the apps, which embed the event's unique hashtag in all Twitter feeds, aggregating all social messaging for an event and allowing attendees to better surf and connect. Even for Twitter novices, the apps make the process seamless and easy to use.

In addition, the apps include:

- Searchable maps of all floors of the BCEC and the Hynes.
- An interactive map of nearby restaurants, hotels and retailers around both convention centers, including web links and phone numbers.
- Detailed event information, including the ability to share Twitter, Facebook and LinkedIn pages with other attendees, build a personal schedule of sessions, send private emails to others, and build a list of favorite attendees and sessions.
- Real-time transportation updates, including Logan flight statuses, MBTA alerts and local traffic alerts.
- Sections on BCEC and Hynes basics, from the lost and found to details about setting up a future event.

"We pride ourselves on being the most tech-savvy convention center in North America, and the release of our latest apps for Android phones and the iPad proves it once again," said James E. Rooney, executive director of the Massachusetts Convention Center Authority. "We're

committed to using technology to advance the way people meet and network in our facilities. Attendees demand ease and accessibility at every show and we're confident they'll leave Boston both impressed and better networked because of our broad offering of mobile apps."

The apps for the BCEC and the Hynes - now available for iPhones, iPads, Blackberries and Androids - are now part of the sales process for events at both convention centers, with the ability to tailor the apps to specific shows or events while generating advertising revenue for the MCCA and the Commonwealth.

"The MCCA has seen a ton of success with the implementation of apps for both the BCEC and the Hynes, from better sales to an increase in positive attendee feedback," said Kathleen Gilroy, CEO of SWIFT Mobile. "Recognizing the significance of having apps present on so many platforms has contributed to even greater improvements in mobile navigation and networking at conventions at MCCA venues."

A video demonstration of the app can be found at <http://imswift.com>.

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