



convention strategy™

expoDEMAND™

Lead Management



Barcode
Magstripe
RFID

Key Features

- **Portable Lead Retrieval**

Built-in rechargeable lithium battery, charged from USB port or charging station

- **Easy To Use**

Compact, portable scanner allows simple badge scanning with a thumbwheel user interface to enter additional data

- **Capture Sales Leads**

Up to 8,000 leads are stored on removable memory card

- **Reliable Scanning**

Latest 13.56MHz RFID technology, 1 & 2D barcodes, or Magstripe capabilities with a graphic LCD display to verify scanned data

- **Simple Printing**

Connects directly to a Bluetooth portable printer and all scans are printed & date/time stamped

Providing portable sales lead capturing and sales management tools

Convention Strategy's ExpoDemand LRS is a fully mobile, battery powered, cordless sales management tool for complete lead management. This scanning unit displays captured demographic information on the graphic LCD screen and stores the data on a removable memory card. Depending on the chosen unit, the LRS has the ability to scan barcode, RFID or magstripe formats.

The LRS scanner can be individually customized for your own products or services and used to qualify your potential customers during lead collection. This qualifying survey profile can encompass any questions and answers you require from your potential sales leads. The qualifiers are quickly selected using an easy to use thumbwheel.

This innovative and compact unit can be used to scan sales leads for eight hours, while storing up to 8,000 scans. The LRS is so simple that visitors can easily use it without staff assistance, making it the perfect fit for large and bustling shows.

With fast and quality customer service, exhibitors receive great return on investment all throughout the show. By partnering with Convention Strategy your exhibitors will have access to www.ExpoDemand.com for online ordering, on-site support staff, and post-show assistance.

For more information visit www.ConventionStrategy.com or email sales@cstrategy.com or call (301) 656-7521.



Wireless Printer

The Bluetooth printer is perfect for printing on the go, or in situations where an electrical outlet is not available. With its direct wireless connection to the ExpoDemand LRS, it is ideal for generating on-site paper receipts of leads at shows from multiple LRS units. It is exceptionally fast and quiet, using thermal printing technology. The internal battery can be recharged quickly, and provides up to 40,000 lines of printing on a single charge.



USB SideKick

The SideKick is an additional option for use with ExpoDemand LRS scanners, providing a direct wireless link between the lead retrieval scanner and your laptop. Data scanned by the reader instantly pops up on your laptop screen where you can edit it, add notes or export it to other applications. The SideKick receives power from the accompanying laptop and also supports multiple LRS unit connections.

Memory Capacity	2,000 to 8,000 scans depending on memory card (256 chars/scan)
Battery Capacity	Recharges completely in 4 hours from powered USB port
Run Time per charge	125 hours including more than 1000 scans
Timestamp	Date and Time on each scan
Memory Card Interface	Multimedia card (proprietary format) 2, 4, or 8 MBytes
Display	Graphic LCD (65 x 132 pixels) with optional backlight
Unit Size	4.25"L by 3.00"W by 1.20"D
RFID Scan Technology	Passive 13.56 MHz Radio Frequency Identification (RFID)
Linear Symbolologies	Code 39, 128, 93, 11, 49, 2 of 5, 16K, UPC, EAN, RSS, & more
Stacked Symbolologies	PDF417, EAN/UCC, Data Matrix, Maxicode, Postal codes & more
Tracks & Bit Density	1/2 and 3, 60 to 265 bits per inch, Bidirectional swipe
Weight	7.5 oz
Operating System	Windows 98, XP, or 2000
User Interface	Thumbwheel with switch and 2 pushbuttons for functions
Scan Indicators	Red/Green LED for scan status, Amber LED for charge status
Computer Interface	Standard USB and RS232 (USB cable included)
Unit Case	ABS plastic with rubber molding, black with dual scan buttons
Accessories (Optional)	Portable Bluetooth printer, SideKick

For more information

For more information about ExpoDemand or other Convention Strategy products visit: www.ConventionStrategy.com, call (301) 656-7521 or send us an email to: sales@cstrategy.com.



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