

App Store

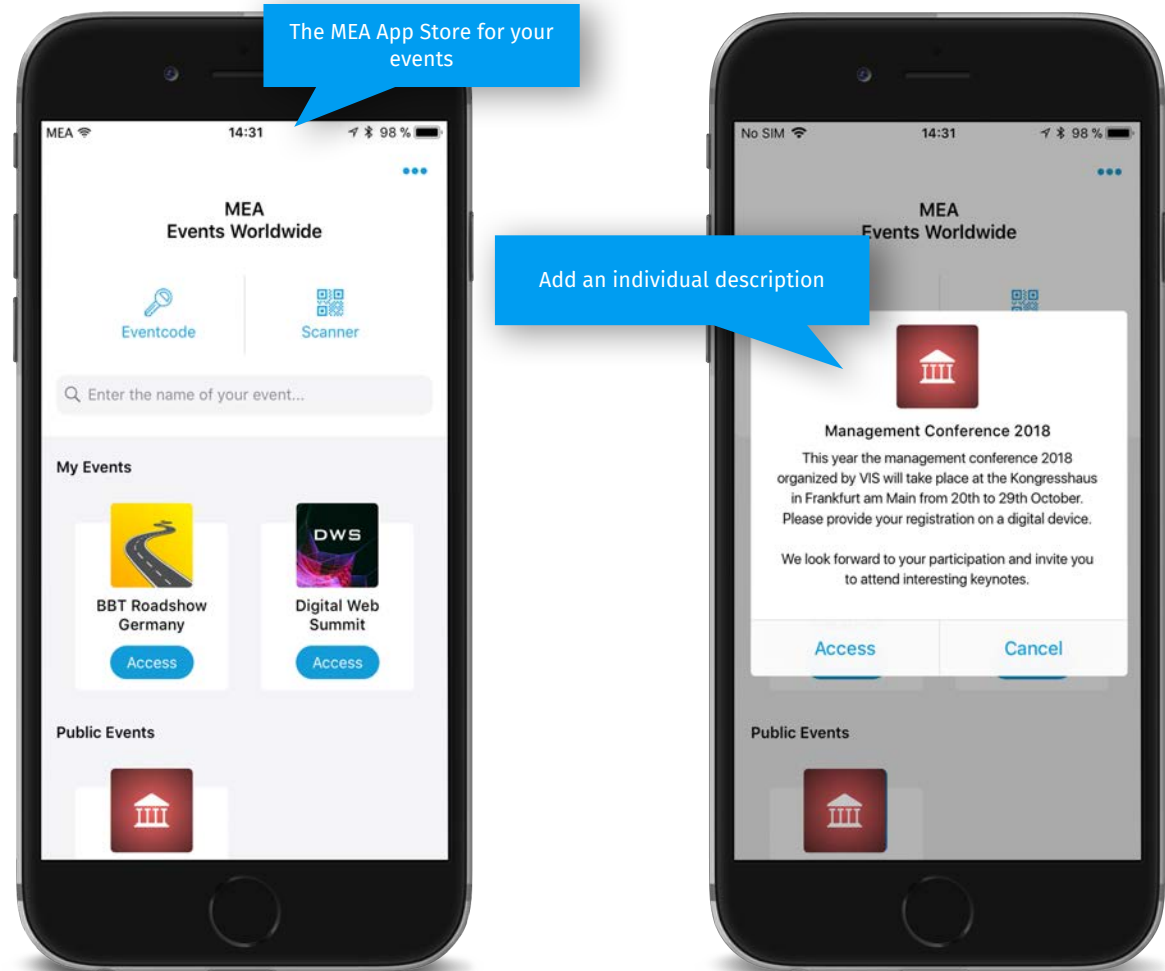
Mobile Event App

The new solution for publishing your App on iTunes and Google Play is the updated Mobile Event App. You are able to manage your events and edit content with your own CMS. Your App will then be displayed in the MEA.

Attendees of your event receive a code, which unlocks your app to make it visible in the MEA. This brings the individual branding of your app to full effect. The users login to the app with an e-mail and a password.

Advantages:

- The App can be downloaded from the official Apple and Android App Stores
- Last minute projects can easily be realized with the MEA
- Long submission processes to the app stores are avoided



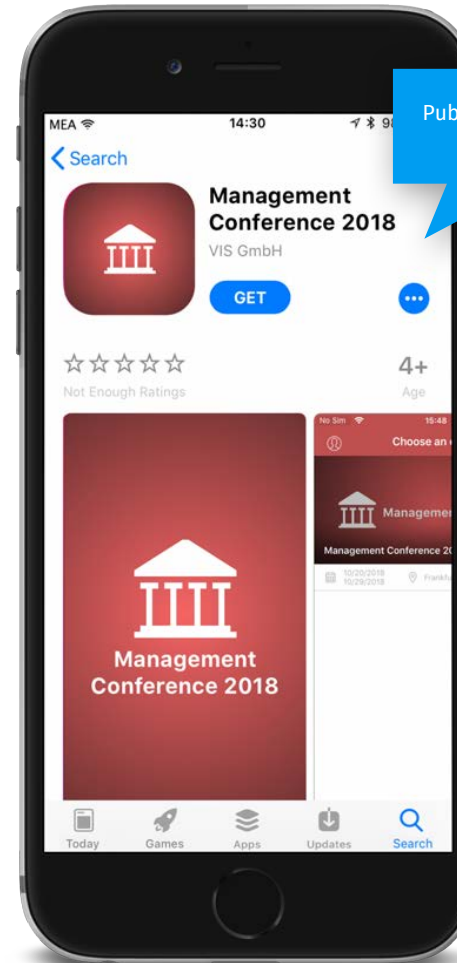
App Store

App Distribution via client account

For an individual branding from start to finish, your app can be published via your company's developer account. To make the app available for publishing in the app stores, it is necessary to have an account with iTunes Connect and Google Play console.

Advantages:

- You are in charge of releasing your app
- Individual app icon and description in the app stores
- Faster access to the app for your attendees



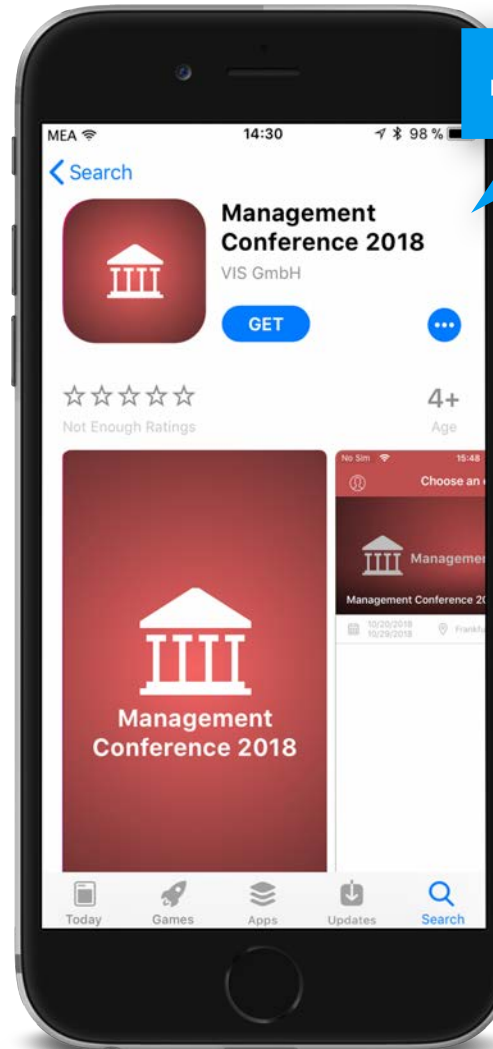
Enterprise

Landing page

As long as the app should be available to a closed user group only, using a landing page for downloading the app is an interesting alternative. Users receive a download link to the landing page. Entering the code on the landing page enables the download for iPhone and Android phone users. The link to the web app for browsers is also provided.

Advantages:

- The app is made available to a targeted group of users
- Fast deployment
- All available platforms at a glance



Mobile Device Management

Your company has its own Mobile Device Management? Then the distribution of your app is even easier and can be rolled out to the users via the MDM. A combined deployment via a landing page and MDM is possible as well (e. g. if not all used devices are registered with the MDM).

Advantages:

- Installation by the attendee not necessary
- Individual branding guaranteed
- Controlled installation by the company