



Since 1984 CTIA has worked to expand the Wireless frontier through education, programs, and tradeshow.

*"It was great working with Spectrum on this successful project. They were fast, flexible, and collaborative."*  
- Vaibhav Parmar, Accenture

## Executive Summary

Conferences and tradeshow represent a multi-billion dollar industry in the U.S.

Every year companies converge on crowded conference floors to pitch their products and services, and compete for mindshare.

Accenture was looking to develop a creative solution to showcase its wireless practice: rather than the usual gimmicks and giveaways, they wanted to leverage the topical technology at hand for guests of the CTIA Wireless Event.

## How Spectrum Helped

Accenture envisioned a digital version of the CTIA Conference Program -- in the form of a mobile widget application for every attendee.

They needed a Mobile Development Partner with expertise across multiple platforms, as well as the experience in backend database work to make an entire show's worth of information available on a small device.

## The Results

In just three months' time, Spectrum developed, tested, and deployed the CTIA Accenture Conference Widget for 3 different mobile platforms (BlackBerry, Windows Mobile, and Apple iPhone).

Working together with CTIA and Accenture, Spectrum was able to deliver users a practical



glimpse into the burgeoning widget industry.

Over 1,000 attendees downloaded the application to view conference schedules, find booth information, read timely news, and network with friends.

## about spectrum

Since 2000, Spectrum has helped companies' large and small leverage and use the power of technology through real results, emphasizing a "less is more" approach.

If you would like to engage our services and firm, please contact us at:

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