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**Massachusetts Convention Center Authority and Swift Mobile  
announce meeting and convention industry's first iPhone app**  
*myBCEC app gives Boston events a smarter way to network*

The Massachusetts Convention Center Authority and Cambridge-based Swift Mobile today unveiled the meeting and convention industry's first iPhone app, which will be beta-tested this week by 13,000 attendees at the mid-winter meeting of the American Library Association in Boston.

After a free download from the iTunes store...

<https://itunes.apple.com/us/app/mybcec-for-boston-convention-exhibition/id347104218?mt=8>

...attendees can use the myBCEC app to become locals, planning their visit to the Boston Convention & Exhibition Center and experiencing a large meeting or conference in a new light. Networking is made smarter by the app, which embeds the event's unique hashtag in all tweets, aggregating all social messaging for an event and allowing attendees to better surf and connect. Even for twitter novices, the app makes the process seamless and easy to use.

In addition, the myBCEC app includes:

- a searchable map of all floors of the BCEC, New England's largest building.
- an interactive map of nearby restaurants, hotels and retailers around the BCEC, including web page references and phone numbers. In the future these maps will become social by enabling visitors to add listings and reviews.
- 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 status, MBTA alerts, and local traffic alerts.
- a section on BCEC basics, from the lost and found to details about setting up a future event.

"We've long touted ourselves as the most technologically advanced convention center in North America, and with the addition of this unique app, we can continue to make that tout far into the future," said James E. Rooney, executive director of the Massachusetts Convention Center Authority, which oversees the Boston facility. "The nature of conventions hasn't changed much. Now, with this iPhone app, they have, making a trade show or a biotech conference easier to navigate and network – and all in the palm of your hand."

In the near future, the MCCA and Swift plan to unveil a similar app for the John B. Hynes Veterans Memorial Convention Center in Boston's Back Bay.

After the initial testing of the apps, both will become part of the sales process for future events at the BCEC and the Hynes, with the ability to tailor the app to specific shows or events while generating advertising revenue for the MCCA and the Commonwealth.

“Our mobile platform for events has been designed so that it can be easily and profitably deployed by any venue that hosts multiple events,” said Kathleen Gilroy, CEO of SWIFT Mobile. “The people at the MCCA were the first to get how the market is shifting to mobile in a big way and how mobile navigation and networking can really improve the visitor experience to Boston.”

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

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