

## **Persource**

Persource, a mobile application development house, has created EventEdge—a framework and system that combines the company's customised 'native' mobile applications for various platforms like the iPhone, iPad, Android Phone, Android Tablets and Blackberry—with its unique, web-based backend system, to take any event mobile.

Persource's application aims to simplify events. The company has developed features that are best-suited for an event and build a system that helps achieve its goals while saving time, money, and effort. The company has created an immersive, interactive experience that extends beyond the confines of an event's venue. Available across all major mobile phone platforms, EventEdge makes event information interactive, integrates social networks, cuts the chaos, solicits feedback and does it all on a device that is always available.

Its key features include an interactive, always current agenda, personalised scheduler, a capability to highlight and promote the sponsors, a searchable, informative speakers' list, a private message board, easy-to-use, fully interactive venue maps, easy-to-use admin panel with analytics, and social integration with Facebook, Twitter, and Flickr photos, among others.

Persource has built up a significant client portfolio deploying the application at events such as the Democratic National Convention, the Republic National Convention, the Aspen Idea Festival (for year 2010 and year 2011), the Global Conference 2012 and Milken Institute Summit, the United States Conference for Catholic Bishops, the Vibrant Gujarat event, etc.