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Georgia International Convention Center Joins The Mobile Revolution

The GICC Becomes One of First Convention Centers in the U.S. with its own Smart Phone App

(Atlanta/College Park, GA) – The Georgia International Convention Center (GICC) is proud to announce the launch of its new iPhone application – *myGICC*. The advent of this new app positions the GICC as one of the first convention centers in the U.S. with this technology, and provides clients and patrons a revolutionary new way to experience the facility and to network.

Designed by Swift Mobile, *myGICC* is now available via free download from the iTunes store at <http://ax.itunes.apple.com/us/app/mygicc-for-georgia-international/id377059494?mt=8>. And coming later this year, Swift will launch *myGICC* for both Android and Blackberry devices.

“As mobile and smart phone technology becomes increasingly pervasive in our society, we believe that it is critical for us to embrace this technology as well,” said Hugh Austin, Executive Director of the GICC. “We pride ourselves on being technologically advanced and customer-centric, and as such, we need to provide information and communication in the spaces where our customers live. “

myGICC offers several distinctive features to its users, including:

- A searchable floor plan of the entire facility
- An interactive map of hotels, restaurants and retailers near the GICC, that includes web links and phone numbers. In the future, these maps will become social by enabling visitors to add listings and reviews.
- Real-time transportation updates, including Hartsfield-Jackson Atlanta airport flight status, local traffic alerts and area transportation information
- Detailed event information including the ability to share Twitter, Facebook and LinkedIn pages with other attendees. It also has the capability to build a schedule of sessions, send private emails to others, and build a list of favorite attendees and sessions.
- A section on GICC basics, which includes info on services offered, including information for visitors about accommodations, things to do in the area, and an art tour for the convention center. The basics section also includes information for exhibitors about catering, A/V, IT and electrical/engineering.

In addition to providing interactive information about the facility and the surrounding area, one of the key features of *myGICC* is that clients will have the option to tailor *myGICC* to their specific event, with available features like customized tradeshow floors, aggregation of social media and messaging, and detailed event schedules.

“The people at the GICC were among 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 Atlanta,” said Kathleen Gilroy, CEO of Swift Mobile.

“The value to convention organizers and businesses is the fact that nearly every person that is going to go into that convention center will probably have a mobile device. The mobile web is huge for direct marketing, and is projected only to get bigger,” she continued.

About the GICC

The GICC is Georgia’s newest, second largest convention center. Located adjacent to Atlanta’s Hartsfield-Jackson Atlanta International Airport, and only 10 minutes from downtown Atlanta, the GICC features 150,000 square feet of exhibit space, Georgia’s largest ballroom, and one of Georgia’s premier culinary centers. Additionally, the GICC campus features two brand new convention hotels, a 403-room Marriott headquarters hotel slated to open August 2010, and a 147-room SpringHill Suites hotel that opened in December 2009. For more information, please visit www.gicc.com.

About Swift Mobile

Swiftmobile, Inc. is the leader in developing customized mobile apps and related services for the conference, trade show, meeting, and special event industry. Our apps help visitors network and navigate large events and deliver measurable ROI to event planners and sponsors. Download or see a video about our apps and in-app sponsorships or learn more at www.imswift.com.

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