

## **Event Production Show - Etherlive – Stand No. 620**

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### **Event Production Show Hat Trick for Etherlive**

Technology specialist to highlight time and money saving innovations at its third year at the show

**14 December 2010** – Event technology specialist Etherlive is highlighting two of its most successful time and money saving innovations this year's Event Production Show.

The show, which brings together a wide range of exhibition and event specialists and technologies from across the country, will see Etherlive highlight the benefits of its Radio Frequency Identification (RFID) or smartcard systems, and its Ecolite P-Plus; a tower combining lighting, connectivity, surveillance, and PA services.

RFID technology applications range from cashless payments and crew catering management, through to security and site access systems, and these applications can help cut security costs and help outdoor event sites run more efficiently.

Tom McInerney, event director at Etherlive comments, "In our third year of exhibiting at the Event Production Show, we are highlighting time and money saving technologies we believe will become more popular with event organisers as events become bigger every year.

"The RFID or smartcard systems not only have applications for crew management, such as catering and accreditation, I am also certain that we will see this technology developed in the future to accommodate festival and event goers too, with wristbands to give access to specific areas and services such as VIP for example, and identify those eligible for additional products and services."

The Ecolite P-Plus offers organisers of outdoor events a compact solution for lighting, Wi-Fi connectivity, CCTV and PA requirements within a single piece of equipment.

Tom adds, "Our space-saving, environmentally friendly, multi-purpose Ecolite Power-Plus also continues to prove hugely popular with event organisers due to its reliability and efficiency."

The Event Production Show runs from 2-3 February at the Olympia in London.

Ends

**About Etherlive**

A successful event depends on great performances. From WOMAD and The Green Man Festival to the Southampton Boat Show and the Three Counties Show, Etherlive is the one that makes IT work. Etherlive sits behind the scenes delivering reliable Wi-Fi internet, telephony, laptops, PDQs and interactive messaging. Whether in a field or a building, Etherlive makes connectivity simple.

**<http://events.etherlive.co.uk>**