

The official mobile app\* provided the event participants access to real-time planning features including:

- Exhibitor List
- Session Schedule
- Personalized Walking Map
- Interactive Floor Plan
- Individualized Itinerary
- Social Media Updates

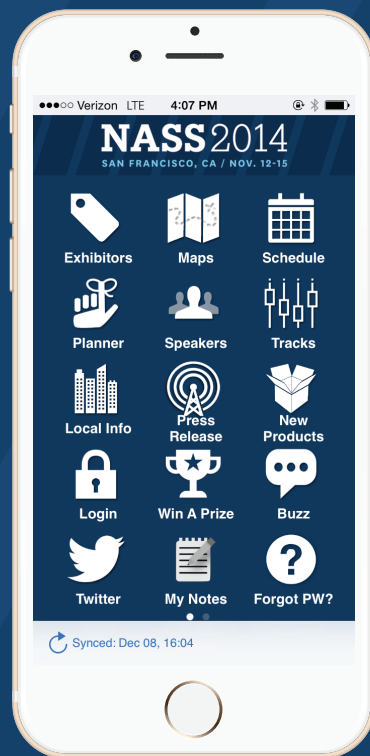
## 3,493

Total number of mobile app users

iTunes Review



-November 12, 2014



## Top App Activities

	<b>Session Detail Views</b>	<b>40,380</b>
	<b>Session List Views</b>	<b>35,000</b>
	<b>Additions to Itinerary</b>	<b>9,149</b>
	<b>Session Searches</b>	<b>7,818</b>
	<b>Exhibitor Searches</b>	<b>6,947</b>

**1,860**  
Native iOS Users

**1,295**  
Native Android Users

**338**  
Mobile Web Users

**97%**  
Adoption Rate\*\*

## Post-event User Survey Results

**92%**

Users said the mobile app was easy to use

**89%**

Users said it helped them be more efficient at the conference

**89%**

Users were satisfied with the NASS 2014 mobile app