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IML Launches the Next Generation of Interactive Event Technology

Audience response systems reach a new level delivering a 'meeting in a box'

IML, the global leader in interactive event technology, today launches a new audience participation device, the IML Connector. With a variety of features not seen in this marketplace before, the device's capabilities go beyond voting to provide a totally new level of interactive engagement for delegates at events of all types.

In response to event producer demands, the IML Connector is designed to reduce the amount of hardware that delegates often require to fully participate in events. It combines, in a single handheld device: instant voting with fully configurable menus and choices, plus AV capabilities including simultaneous interpretation; "push to talk" and queuing functionality that allows delegates to ask questions without waiting for the roving microphone; multiple audio channels and a portable PA system to enable sound reinforcement without the need for external speakers.

Rather than the industry-standard alpha-numeric keypad, the IML Connector has a QWERTY keyboard and an OLED colour screen for multimedia and high resolution graphics, enabling longer and more detailed question and answer sessions. The device even contains an accelerometer to detect tilt and orientation – so it could be used to capture an actual show of hands.

The IML Connector is specifically designed to cater for any meeting or event for 10 to 10,000 delegates using a single audience response platform, either as an 'out-of-the-box' solution that can be managed cost-effectively and set up almost immediately, or as a fully tailored solution for very specialist situations. IML will be

making the device available to AV specialists as well as working directly with customers to provide service and support alongside the system itself.

Richard Taylor, the CEO of IML, said: "Participants and hosts of all types of events are asking us for more and more interactivity. At the same time they also want it to be even simpler to set up and use, and the IML Connector meets the demand of this emerging market."

The IML Connector is being officially unveiled at the Confex Exhibition at Earls Court in London on 23rd – 25th February.

For any further information or to request images, please contact:

If you are interested in meeting the IML team to discover how the new device goes beyond voting to provide a new level of interactive engagement at events, please contact Mandate Communication on the number below.

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About IML

IML is the leading supplier of interactive event technology. Our award-winning, interactive keypads and software are recognised globally as the most advanced and sophisticated audience participation technology available. IML's services are used worldwide by big name clients who rely on our systems to gather accurate and invaluable feedback data in seconds. IML has delivered more than 12,000 successful interactive events globally since its launch in 1991. For more information visit: www.imlworldwide.com

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