



Online Conference and Exhibition

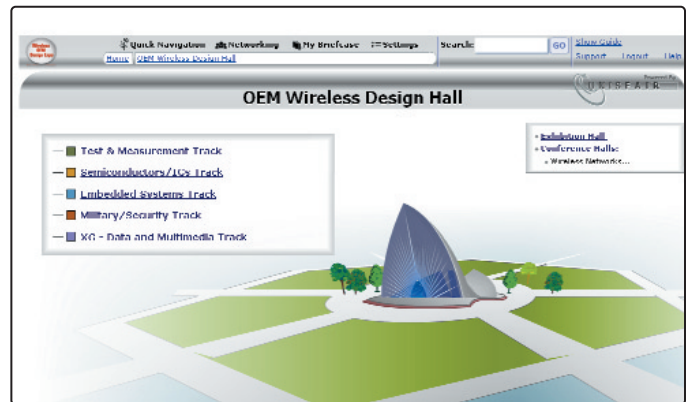
# First Annual Wireless OEM Expo Event Activity

Critical decision-makers and technical professionals who thoroughly navigated this educational resource

*The 1st Annual Wireless OEM Design Expo was held in conjunction with Wireless Expo presented by Wireless Design & Development and Wireless Week magazines. This joint venture enjoyed overwhelming success as thousands of attendees interacted with renowned experts and solution providers.*

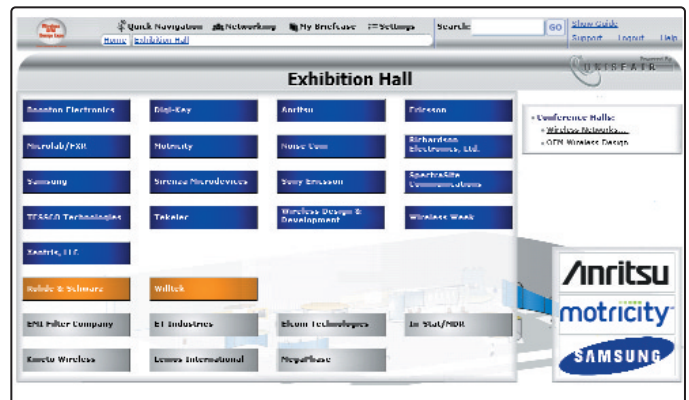
## ► Overall Event Statistics\*

Total Registrants	3,596
Total Unique Visitors	2,014
Total Logins	9,107
Average Locations per Visitor	13.6
Average Locations per Login	5.9
Average Visit Time per Visitor	155 min
Average Visit Time per Login	41.8 min
Average Number of Logins per Visitor	3.9



## ► Exhibit Hall Statistics\*

Total Exhibit Hall Visits	7,611
Total Unique Visits	1,609
Average Visits per Booth	740
Average Unique Leads per Booth	467
Average Time Spent per Visit per Booth	3.52 min
Average Time Spent per Visitor per Booth	4.74 min
Average Files Downloaded per booth	492
Average Products Viewed per Booth	176
Average Click Throughs to Company Websites	64



\*Statistics as of April 2005; four months into on-demand viewing period.