

FOR IMMEDIATE RELEASE

NiceMeeting Solution Successfully Deployed at the Americas Cushman & Wakefield Industrial Conference

Pleasanton, Calif. - June 17th 2013 - NiceMeeting Inc., a leader in [mobile audience engagement technology](#) for live events, announced today the successful deployment of NiceMeeting's award-winning technology at the Americas Cushman & Wakefield Industrial Conference in Las Vegas from May 8th through May 10th.

The Cushman and Wakefield Industrial Conference is an annual event that gathers more than 400 people for a three-day long event filled with industry networking, educational sessions and insights on the current and future state of the industry from some of the best minds in the real estate industry.

Person-to-person networking and high-value knowledge sharing through breakout sessions are two of the many reasons that real estate professionals choose to attend. This is why organizers sought-out new ways of audience engagement, leveraging the best available technology. Having closely examined a range of available options, they chose NiceMeeting, which delivers a complete solution designed to make every event interactive and engaging.

In Las Vegas, presenters took advantage of NiceMeeting features such as the ability to mirror, in real time, presenter slides on delegates' personal mobile devices, where they annotate them. Using NiceMeeting, presenters could push, directly to attendees' personal mobile devices, complete slide presentations and supplementary conference information in digital format and create engaging live audience polls. Attendees could use their own devices to send questions to the speakers, or chat with other delegates anywhere in the conference hall.

Rose DiPietro, the event producer, said: "We went with NiceMeeting because they have the richest set of interactive and mobile audience engagement capabilities and we weren't disappointed. Our delegates were able to view the presentations up close on their own phones and tablets, and make their notes electronically right on the slides. Presenters were able to receive questions from the audience in real time. The audience engagement was high."

About Cushman & Wakefield

Cushman & Wakefield is the world's largest privately-held commercial real estate services firm. Founded in 1917, it has 253 offices in 60 countries and more than 14,000 employees. The firm represents a diverse customer base ranging from small businesses to Fortune 500 companies.

It offers a complete range of services within five primary disciplines: Transaction Services, Capital Markets, Client Solutions, Consulting Services and Valuation & Advisory.

About NiceMeeting

NiceMeeting changes the delivery of live presentations for the better, filling the gap between live and virtual technologies by giving your audience the freedom to use their personal mobile devices to browse and annotate content and interact with more participants throughout the event. We provide a powerful tool for meeting planners to enhance the quality of any event, engage the audience more deeply and create rich, individualized, experiences for each participant. Visit us online at www.NiceMeeting.com.

Sveta Golubeva
Marketing & PR manager, NiceMeeting
+1 (408) 503-6559
sveta@nicemeeting.com