

TECHNOLOGY

This year, IRWA added several new tools to enhance the conference experience, one of which was the mobile application. While the technology wasn't a new concept, it wasn't until the marketing staff at geoAMPS offered to create it that it became a reality. According to Yogesh Khandelwal, CEO of geoAMPS, "As we prepared to exhibit at the conference, our team saw an opportunity to leverage technology and enhance the experience for each and every attendee. We shared our vision with the IRWA Headquarters staff, and they were equally excited with our vision."

Within two weeks the geoAMPS mobile team had created, tested and released the app on both Apple and Android powered devices, showcasing the company's agility in building quality customized solutions quickly. It included a conference overview, daily agenda, exhibitor listing, floor plans and special events.

In a survey conducted by IRWA following the conference, more than 80 percent of the attendees liked the idea of using the mobile app. Among the 40 percent of those who downloaded it, they found it easy to use and rated it as very valuable tool. The app also demonstrated how mobile technology can be utilized to increase communication and facilitate information between users, a capability that offers enormous efficiencies to right of way projects.



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