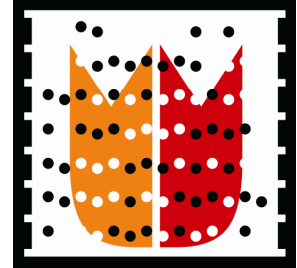


FAQ: Tags and Matchmaking

Tag

What is a tag?

A tag is a visual depiction of a URL address. Mobile Tagging by Microsoft offers the ability of an interactive 2D barcode reader, similar to Quick Response codes. Microsoft Tags can be snapped with a free downloadable Tag reader on a web-enabled camera phone. There is a version of the Tag Reader for almost every mobile platform.



Who can make use of this service?

Everybody who is registered at the congress can use tags. However, you need a mobile phone with an Internet connection and a camera with auto focus. If you do not have a camera, you can use the SMS code, printed next to the tags.

How to start – snap a tag?

1. To start using Microsoft Tags you first need to download the software and install this on your mobile phone. This can be found at www.gettag.mobi
2. After installation, the program can be found in your program folder or among your applications. It is called 'Microsoft tagging'.
3. Open the program 'Microsoft tagging'.
4. Now scan the tag by holding the camera in front of the tag. You will be directed to the requested URL.

My mobile phone does not recognize the tag

Unfortunately, there are many possible causes for this problem. Here are the most commonly reported:

- Installation of Tag Reader: Although most of the existing mobile devices can install the Microsoft Tag Reader, your device may not be compatible. Please contact the Tagging Experts or visit www.gettag.mobi for assistance.
- Tag is not recognized automatically: Some devices (e.g. previous generation iPhones) do not support auto recognition of the tag. In that case, a picture should be taken before your tag is recognized.
- Tag is not working: Improper positioning of your camera may cause snapping errors. Please make sure you position your camera straight in front of the tag with maximum light access.

How does the goodie bag work?

You can read tag information directly on your mobile phone and/or send it digitally to your 'WCIT 2010 Green goodie bag'. From this virtual bag, you can send all collected documents and brochures to your own email address. Each file (PDF) has a unique name for easy recognition in your email box.

Snapping the tag is not working. Is there an other option?

Yes. When snapping the tag is not working, you always have the option of using the SMS code. You send this code as text message to the SMS address, +31 (0)6 5510 0000. You will receive a URL in an SMS text. If you go to this URL you will be directed to the same webpage as when you use the tag.

Where can I get assistance?

Our Tagging and Matchmaking Experts are available to help you with technical problems you encounter. Experts can be recognized by their orange polo shirts. Dedicated Experts are also always present to assist you at the Cyber corner in the Pavilion Hall. Fixed line computers are on hand to activate and update your profile.

I come from outside the EU and going online with my mobile phone is very expensive

A wireless internet network is available at the RAI. You can make use of this network by logging in with your mobile phone. Please ask the Tagging Experts at the Cyber corner in the Pavilion Hall if you need further assistance.

My mobile phone needs to be recharged

If your mobile phone needs to be recharged we have placed special quick “mobile telephone charge docks” throughout the venue. These docks have 25+ different mobile phone cables and are able to fully recharge your mobile phone within about 30 minutes.

Matchmaking

How can I change my contact information in my Matchmaking profile?

To change your contact information you need to be logged in via a desktop/laptop to the WCIT 2010 network: <http://network.wcit2010.org>. In the network profile you can change your personal information (except your email address).

Note: Have your log in details at hand, these were sent via email to you. Matchmaking Experts at the Cyber corner in the Pavilion Hall can assist you with this.

Can someone get to my contact data without permission?

No. We have made sure that even though someone could scan your badge tag, they first need your digital permission to access your contact data. Nobody will be able to access your data without your consent; you are always in control.

Note: your contact information, such as your mobile phone and email address will only be visible after you have connected with another delegate.

I have not registered but would like to have my own badge tag

If you arrive at the WCIT 2010 without being registered and want to have your own tag, you need to go to the ‘New registration desk’ to have your Tag made on-event.

How long will the matchmaking network be accessible?

The network will be available for matchmaking for three months after WCIT 2010.