

NEW YORK, NY, September 13, 2013 **/24-7PressRelease/** -- Event technology industry leader etech events will present an educational session at the 2013 Meetings Technology Expo, providing information pertinent to new trends in integrated technology specifically applicable to the meetings industry. The session will be presented by Kathleen Smith, marketing manager for etech events, and will offer attendees a bird's eye view of the 2013 trend toward integrated consumer technologies and then provide tactical steps for integrated disparate technology platforms at events.

"There's a growing discrepancy between the rate of new technology adoption in the consumer technology arena and the event technology arena," said Cliff Ferris, general manager at etech events. "It's our goal to help educate our industry on what can be achieved by bringing together any number of platforms like digital signage or traditional audiovisual and then using that network as a vehicle for moving digital content like advertising, social media or informational takeaways."

One such consumer technology that is paving the way for integration within the home is the Google Chromecast. "The ChromeCast is the perfect example of how adding a little bit of intelligence and WiFi connectivity can instantly make a piece of legacy AV equipment your television - into a canvas for digital content from the web," said Kathleen Smith. "This is a very, very simplified metaphor for the shift we believe the meetings and events industry will see in the near future. Gone are the days of PowerPoint digital signs...now, you can expect to see live social media, advertising and personalized content experiences onsite at meetings."

etech will be giving away two Chromecasts at the event, one during the main breakout session and another during their twenty-minute Tech Demo.

etech is an event technology integrator. Our experts design and deploy solutions that enable digital communication throughout your event by leveraging both traditional and emerging technologies.

By utilizing core systems like AV, networked Digital Signage and connectivity and WiFi, we can build the foundation of a smart event. From there, we can integrate and manage technology partners whose solutions will complement your event's strategy and enhance the delivery of your message.