

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000
Bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE SHOWLINK FOR ANDROID

SAGE announces a native Android version of its popular lead retrieval software, SAGE ShowLink.

Addison, TX (April 17, 2012) – SAGE announces the release of SAGE ShowLink™ for Android, a native app for Android mobile phones and tablets. SAGE ShowLink for Android provides the following features for industry suppliers that have Android devices:

- Works with badges from popular industry shows
- Eliminates need to rent lead retrieval units
- Supports badges with 2D barcodes (with scanner) and QR Codes (with scanner or internal camera)
- Offline or online mode (Internet connection not required during show)
- Add items, notes, salesperson and other information for each lead
- Schedule leads for follow-up
- Show items can be pulled from the SAGE product database
- Scan from multiple devices in your booth at once
- Send hot leads back to the office in real-time during the show
- Leads automatically uploaded to SAGEmember.com for easy management, statistics and reporting

David Natinsky, SAGE's President, commented, "We recognize that effective lead retrieval is a critical piece of a supplier's trade show experience. That being said, many of the industry shows offer no lead retrieval. And for those that do, it's often terribly archaic and very expensive. ShowLink fills that void. It's low-cost, technologically advanced, and was designed



specifically for the promotional products industry. And this new version extends ShowLink to Android users.”

Using SAGE ShowLink for Android, suppliers can scan badges at popular industry trade shows without having to rent scanners or take business cards. Leads are automatically uploaded to a central management site for post-show management and reporting. ShowLink interfaces with an external wireless scanner to make scanning effortless. The new app gives booth personnel the ability to scan from their own mobile devices without the need for external electricity or laptops.

This new version of SAGE ShowLink is available now. SAGE ShowLink is \$295 per device per year, plus a \$495 one-time cost for each wireless Bluetooth® scanner. SAGE will be demonstrating SAGE ShowLink in its booths at Promotions East and SAAC.

About SAGE ShowLink

SAGE ShowLink is a lead retrieval service designed specifically for the promotional products industry. Using a Windows laptop or an iPhone, iPod Touch, iPad, or Android device, along with an external scanner, suppliers can scan badges at industry tradeshows to collect leads and schedule follow-ups. ShowLink can even collect sample orders and detailed notes. All leads are automatically sent to a central site for easy post-show management and reporting. ShowLink subscriptions are \$295 per year per device, plus the one-time cost of the scanner.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ research and business management service, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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