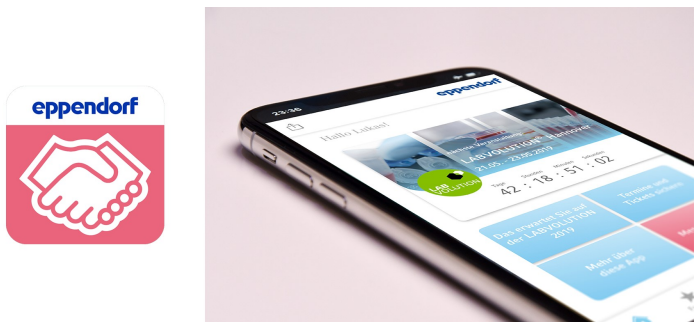


Meet Eppendorf at LABVOLUTION 2019: Discover the digital Eppendorf exhibition booth

03 May 2019 | News | By Ankit Kankar

For the very first time, Eppendorf invites its customers at the LABVOLUTION® 2019 in Hanover, Germany, to discover its exhibition booth in an entirely new dimension: thanks to the latest technology, the “Meet Eppendorf”-App allows visitors to enter an exciting digital realm of communication.



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In advance, customers will be able to discover all important information and highlights about the exhibition via the App, as well as book appointments with experts and participate in an exclusive exhibition challenge.

At the exhibit, the App will come to life: visitors will have the option to be guided through the three topic areas of Liquid Handling, Cell Handling and Sample Handling – intuitively and at their own pace; they can participate in quizzes and download in-depth information about individual products, simply by holding their phones close to the product of interest.

How it works? The App utilizes “beacons” that are distributed throughout the exhibition – small radio transmitters that tell the smart phone where it is currently located. In this way, the respective content is displayed in the App, and visitors can experience interesting information, tours and activities at the booth, live on their phones!

In addition, the App allows customers to gather information specific to individual products. The products are equipped with NFC chips, similar to those found in credit cards, and they retrieve specific information on the product in the App.

The App is already available for downloading in the App Store and Play Store.

<https://eppendorf.link.mobilitysuite.de/>

<https://www.eppendorf.com/labvolution>