



American Welding Society®

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FOR IMMEDIATE RELEASE

**FABTECH SHOW OFFERS ATTENDEES AN INTERACTIVE
EXPERIENCE WITH THE AWS SMARTPHONE APP**

MIAMI, Fla., August 26, 2011 – The American Welding Society (AWS) announced today a new smartphone mobile app aimed at revolutionizing the FABTECH 2011 show experience. The app, called “AWS Events at FABTECH,” provides easy-to-use interactive capabilities which allow attendees to make the most of their time at the show by having the most up-to-date AWS Education Program information in the palm of their hand.

The AWS FABTECH mobile app features include:

- Interactive speaker list
- E-brochures available for download
- Floor plan maps
- Complete listing of events
- Interactive show schedule
- Real-time show alerts via text messaging
- Social media interaction with built-in Twitter feed

“The AWS FABTECH app is going to transform the attendee experience at this year’s show,” said Selvis Morales, director, conventions and meeting services, American Welding Society. “The app will allow participants to engage with each other before, during and for a year after the show ends, and makes it easy to follow our AWS Education Program’s schedule, receive updates and view interactive content relevant to the industry.”

The app is available for iPhone, Blackberry and Android phones but there is also a web-based app version for all other smartphone devices.

To download the app for the iPhone, iPod Touch or iPad, access the iTunes store and search for “AWS FABTECH” then download. To download the app for Android devices access the Android Market and search for “AWS FABTECH” then download.

To download the app for all other phone types including Blackberry and all other web browser-enabled phones, point your mobile browser to <http://m.core-apps.com/awsfabtech11>.

FABTECH, North American’s largest forming, fabricating, finishing and welding event will be held at Chicago’s McCormick Place on November 14 -17, 2011. The annual event anticipates 30,000 visitors and over 1,200 exhibiting companies covering more than 450,000 net square feet of floor space.

ABOUT AWS

The American Welding Society (AWS) was founded in 1919 as a multifaceted, nonprofit organization with a mission to advance the science, technology and application of welding and allied joining and cutting processes including brazing, soldering, and thermal spraying. Headquartered in Miami, Florida, and led by a volunteer organization of officers and directors, AWS serves more than 67,000 members worldwide and is composed of 22 Districts with 250 Sections and student chapters. For more information, visit the society’s website at <http://www.aws.org> and click on “Pressroom.”