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American Thoracic Society partners with Ascend Integrated Media to develop the ATS 2010 International Conference Event Mobile App

Overland Park, KS —April 27, 2010 — The 15,000 member American Thoracic Society will have conference content at their fingertips this year as Ascend Integrated Media releases the ATS 2010 International Conference Mobile App. The conference, May 14-19, 2010 in New Orleans is the preeminent annual meeting in the field of respiratory, critical care, and sleep medicine. The app designed and developed by Ascend will provide all members the opportunity to view event information including the exhibit guide on their mobile smartphones. Thanks to the cross-platform programming provided by Ascend's mobile partner, Handmark the app is formatted and downloadable over all smartphone platforms. As a result of the content database created and maintained by Ascend all event information is synced and instantly updated in the palm of the attendee's hands.

The cross-platform nature of the app was of high-importance to ATS according to Brian Kell Sr. Director of Communications and Marketing, "We are extremely excited to now offer a mobile app through our partnership with Ascend Integrated Media for use across all types of smartphone devices."

Providing clients with the most up-to-date technology to deliver their message and reach their members has always been a priority for Ascend. However, just providing the service doesn't drive success of the program. Without a client that recognizes the opportunity it provides to make an impact on the attendee's experience, the program doesn't work. ATS is one client who understands the potential impact. Tim Nass, Vice President Media Development for Ascend, congratulates ATS on being ahead of the curve on such programs, "ATS has been at the forefront in recognizing trends in content delivery, which leads to much greater success in both attendance numbers and the overall experience of each attendee".

Attendees at the International Conference will be able to access event information including the conference preview materials, the conference daily newspaper and the exhibit guide. The app is free to download by either visiting <http://ats-365.ascendeventmedia.com/content.aspx?p=50> or texting ATS10DL to 32075.

Ascend Integrated Media has plans for many more opportunities to provide mobile content to event attendees. Apps are already in development for over 20 clients.

About Ascend Integrated Media - Ascend Integrated Media is a custom content company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services include print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.