

Contact:
Marcia Morgan
Artemisia Technologies
PH: 303.619.4671
mmorgan@artemisiatechnologies.com

Artemisia Technologies powers Colorado Technology Association's 2013 APEX Conference.

Mobile and web app developer showcases flagship app framework for a unique event experience

Denver, CO—August 28, 2013—Techies take note: the Colorado Technology Association (CTA) is high on Artemisia Technologies. The Colorado-based interactive mobile and web development agency is the mobile app provider of choice for CTA's 2013 APEX Conference.

Artemisia will be featuring its A36 platform to build the event's mobile app. A36 is an enterprise-class development platform that dramatically accelerates building robust, content rich mobile apps that enhance the user experience and attendee engagement. Artemisia software will enable this year's attendees to keep up to date on current activities before, during, and after the event from any mobile device throughout the weekend.

"CTA is a supportive community that fosters and embraces progressive applications of technology," says Erik Mitisek, president and CEO of Colorado Technology Association. "We're proud to have our APEX app built on the A36 platform from Artemisia Technologies, and to support an one of Colorado's innovative tech companies."

A36 is an iOS and Android-enabled platform designed to offer conference guests a unique and engaging experience from registration through closing remarks. The solution features a personalized favorites tool for attendees to track the highlights of the event, integration with top social media platforms, image recognition, and in-depth analytics capabilities.

Event attendees and organizers alike will have easier access to helpful tools and richer information to create a more engaging, more interactive, and more valuable conference experience. A built-in dashboard enables administrators to easily update and change content—or copy content from external sources—with no coding for simpler, more efficient message management.

"We are thrilled and honored to once again to be selected to power the CTA's APEX Conference mobile application," says Artemisia CEO and founding partner, Michael Vaughn. "The APEX app, based on our flagship A36 platform, will bring one of Colorado's premier technology events to a higher level with a greater, richer experience for all who attend. As one of the co-founders of DEMOGala, the precursor conference to APEX, I've been actively involved in this amazing event year after year, and am excited to showcase our product for an audience of our peers."



About Artemisia Technologies:

Artemisia Technologies is a Colorado based interactive mobile and web development agency. The firm's flagship A36 platform is a robust mobile app platform specifically designed for producing interactive experiences in high-traffic areas, large gatherings, and other applications such as digital sales tools optimized for use on tablets and other mobile devices. Artemisia Technologies is headquartered in Centennial, CO, and is a proud sponsor, member, volunteer, and participant on multiple committees with Colorado Technology Association. Learn more at <http://www.artemisiatechnologies.com>

About CTA:

Founded in 1994, the Colorado Technology Association is a 501(c)(6) not-for-profit organization dedicated to advancing the technology industry. The Association represents the state's technology industry through key public policy and legislative efforts to ensure our industry is poised for growth. Learn more at <http://www.coloradotechnology.org>

About APEX:

APEX is a full-day event featuring cutting-edge demonstrations, panel discussions, and noted speakers from Colorado and across the United States. Learn more at <http://APEXColorado.com>.