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**MPI Launches *One+* Tablet App**

Award-Winning Membership Publication Available on All Tablets

July 13, 2011 – Dallas, TX – With a growing number of meeting professionals using tablet and mobile apps, Meeting Professionals International ([MPI](#)) launches an advanced tablet app, giving users on-demand access into an interactive and unique version of the award-winning *One+* magazine each month. The app debuts during World Education Congress ([WEC](#)), with hands-on demonstrations in the HIVE, the conference technology hub sponsored by PSAV.

“The manner in which our members interact with information is changing, and we are listening,” said Bruce MacMillan, MPI president and CEO. “By consistently thinking outside the room, we are investing in member value with industry-leading mobile connectivity, which not only includes the production of apps for our MPI events but also for those of the IMEX Group. And we will continue to raise the bar on member value with benefits like the *One+* app for tablets.”

In the meeting and events industry, [One+](#) has evolved digitally to respond to the growing importance of mobility in content consumption. The most current development, a universal tablet app, allows subscribers to:

- Experience *One+* content 24/7 with or without internet connection
- Access the app from any tablet device including Apple, Android, BlackBerry and more
- Fully interact with supplementary content through images, video, voice and interactive graphics
- Read new monthly issues through auto-update
- Engage with past issues through a stored library of magazines

“Our industry of meeting professionals derive a great deal of value from being able to learn at all times, not just in an office or at conference,” said David Basler, MPI’s Director of Publishing and Editor in Chief of *One+*. “The *One+* tablet app provides universal access to content in the meeting and event industry’s most awarded publication – regardless of what brand of tablet the user has – with the additional benefit of being able to do so at any given moment.”

The tablet app is available across all tablet platforms and is free to MPI members or subscribers. Download the app and see previews of issues to come, and attend live demonstrations of the app and its capabilities in the [HIVE](#) throughout WEC.

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**About MPI:** Meeting Professionals International (MPI), the meeting and event industry’s largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](#).