

# AI EdgeCapture™:

AI Lead Capture & Enrichment Service

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## 1. Introduction to AI EdgeCapture™

### Overview of AI Lead Capture & Enrichment Service

**AI EdgeCapture™** is a proprietary lead capture and enrichment service from momencio, specifically designed to streamline and enhance the process of gathering high-quality lead data at events. By leveraging AI-driven Optical Character Recognition (OCR) technology and machine learning, AI EdgeCapture™ transforms simple scans of badges, name tags, and business cards into enriched, actionable lead profiles.

Using the momencio app on a mobile or tablet device, exhibitors and visitors alike can instantly capture attendee information, which is then automatically processed through AI EdgeCapture™ to extract, validate, and enrich critical contact details. This enriched data, including information such as job titles, business emails, and LinkedIn profiles, becomes valuable for post-event engagement and follow-up.

### Purpose and Key Use Cases

AI EdgeCapture™ was created to address the challenges often encountered when gathering accurate and comprehensive lead data at events. Traditional methods can result in incomplete data or require extensive manual entry, while event APIs are often costly or inaccessible to individual attendees. AI EdgeCapture™ overcomes these issues by offering an automated and enriched lead capture solution that operates independently of event-specific APIs, making it accessible to both exhibitors and individual attendees.

## Key Use Cases

- **Exhibitors at Trade Shows and Conferences:** AI EdgeCapture™ is ideal for high-traffic events where fast lead capture is essential. Exhibitors can scan attendee badges and enrich contact data for timely follow-up or later engagement.
- **Individual Attendees without API Access:**  
For individual attendees or visitors at an event where API access is restricted or unavailable, AI EdgeCapture™ provides a reliable alternative. Attendees can scan the business cards or badges of other participants, ensuring that each connection is captured and enriched for follow-up without requiring access to the event's official lead retrieval system.
  1. **Networking Events:** At networking-focused gatherings, AI EdgeCapture™ allows for efficient capture of business card or badge details, ensuring that every connection is stored as a rich lead profile for future outreach.
  2. **Corporate Events and Product Launches:** For private corporate events or product launches, AI EdgeCapture™ helps companies capture detailed attendee data, enabling more personalized post-event engagement strategies.

## 2. How AI EdgeCapture™ Works

AI EdgeCapture™ provides a streamlined, automated process to capture, enrich, and organize lead data efficiently. This section outlines each step in the workflow, details the specific data fields captured and enriched, and clarifies expected timing and data quality considerations.

### Step-by-Step Process

#### 1. Data Capture

Using the momencio app on a mobile or tablet, users (both exhibitors and individual attendees) can capture images of badges, name tags, or business cards. **AI EdgeCapture™** leverages Optical Character Recognition (OCR) technology to scan and extract key details from these images.

- **Capturing Data:** Lead data can be captured online or offline through momencio app.

- **Clear Image Requirement:** AI EdgeCapture™ performs best with clear, legible images of badges or business cards. Handwritten names or low-quality images may limit the AI's ability to recognize and extract details accurately.
- **Automatic Syncing:** Once back online, captured data syncs with momencio, ready for enrichment.

## 2. Data Enrichment

Captured data is then processed through AI EdgeCapture™'s enrichment engine, which uses AI algorithms and machine learning models to enhance each lead profile with additional, valuable details. This enrichment requires an online connection and may take some time, depending on the data and availability of publicly accessible information.

- **Timing for Enrichment:** Enrichment takes time and may require a few minutes to complete. Users will have updated, enriched profiles once processing is finalized.
- **Key Enriched Data Points** (conditional upon data availability and image clarity):
  - **Job Title:** Retrieved directly from business cards or enriched via LinkedIn if available.
  - **Work Email:** Business email is added if it is publicly accessible and verified.
  - **LinkedIn Profile:** LinkedIn profile link included if found, offering professional insights.
  - **Phone Number:** Added if accessible from captured data or public sources.

This step transforms basic captured information into a rich, actionable lead profile for effective follow-up.

## 3. Immediate Engagement

After enrichment, the complete lead profiles are available for engagement. Users can initiate follow-up actions (based on the purchased plan), such as sending personalized emails, inviting leads to microsites/landing pages, or syncing profiles to a CRM for long-term tracking.

### Follow-Up Options:

- **Automated Emails:** Send tailored emails with personalized content.

- **Landing Pages:** Direct leads to microsites for more information, product details, or a custom post-event experience.
- **CRM Integration:** Sync enriched data with the user’s CRM for organized follow-up and tracking.

### Lead Data Fields Captured and Enriched

Field	Type	Description
<b>Full Name</b>	<u>Required</u>	Extracted directly from badges, name tags, or business cards; clear images yield better accuracy.
<b>Company</b>	<u>Required</u>	Captured from badges or business cards; clear images yield better accuracy
<b>Job Title</b>	<i>Enriched</i>	Retrieved directly from business cards or enriched via LinkedIn if available.
<b>Work Email</b>	<i>Enriched</i>	Business email added if publicly accessible.
<b>LinkedIn Profile</b>	<i>Enriched</i>	LinkedIn profile link included if found, providing insights into the lead’s professional role.
<b>Phone Number</b>	<i>Enriched</i>	Added if accessible from captured data or public sources.

**Note: Accurate enrichment depends on the quality of captured images & the available data online. Handwritten or unclear text on badges or business cards may limit the AI’s ability to enrich the profile fully.**

### Example Workflow: Trade Show Lead Capture for Exhibitors

To illustrate how AI EdgeCapture™ works in action, here’s a sample workflow from an exhibitor’s perspective at a busy trade show:

1. **Data Capture:** An exhibitor uses the momencio app to scan attendee badges as visitors stop by the booth.

2. **Data Sync and Enrichment:** AI EdgeCapture™ processes the data, enriching each lead profile with job titles, emails, and LinkedIn profiles, depending on data availability and image clarity.
3. **Immediate Engagement:** With enriched profiles available, the exhibitor can send personalized follow-up emails, invite attendees to a post-event microsite, and transfer lead details to the CRM for long-term nurturing.

### 3. Credits and Pricing Model

AI EdgeCapture™ is available as an add-on to the core momencio platform, providing users with the option to purchase credits specifically for lead enrichment. Credits are required to use the AI-powered enrichment features, regardless of the momencio plan or tier in place.

#### AI EdgeCapture™ Add-On Requirement

To access AI EdgeCapture™'s advanced enrichment capabilities, users must first purchase the AI EdgeCapture™ add-on. This add-on unlocks the ability to purchase and allocate credits for lead enrichment, allowing users to capture and enrich leads at any event. This add-on ensures that users can tailor their lead enrichment needs according to event size, expected lead volume, and specific follow-up strategies.

#### Credit System Overview

The AI EdgeCapture™ credit system operates on a **1 Credit = 1 Enrichment** basis. Each enrichment uses one credit, which covers the AI-powered data processing to add extra information (e.g., job title, work email, LinkedIn profile) to a captured lead profile. This credit-based model ensures that users can scale enrichment according to their unique event needs and budget.

- **Single Use Credits:** Each credit applies to a single enrichment instance.
- **Per-Lead Basis:** Credits are consumed on a per-lead basis, meaning that each enriched lead profile deducts one credit from the account balance.

#### Credit Usage Example

For example, if an exhibitor anticipates capturing and enriching 100 leads at a trade show, they can purchase 100 credits. After scanning badges and syncing data, each lead's profile will consume one credit during the enrichment process, providing enriched details such as job title, LinkedIn profile, and work email.

## 4. Supported Platforms and Technical Requirements

### Compatible Devices

AI EdgeCapture™ is available on mobile and tablet devices, making it convenient for exhibitors and attendees to capture and enrich lead data on the go. The momencio app is compatible with:

- **iOS Devices:** iPhone and iPad (iOS version 12.0 or higher recommended).
- **Android Devices:** Android smartphones and tablets (Android version 8.0 or higher recommended).

To ensure optimal functionality, users should keep the app updated to the latest version available in the App Store or Google Play.

### System Requirements for Optimal Use

For best performance, ensure that the device meets the following requirements:

- **Camera Quality:** A high-resolution camera (at least 8 MP) is recommended for clear image capture, which improves the accuracy of the AI's OCR capabilities. Low-quality cameras may affect the ability to capture accurate lead information.
- **Storage and Memory:** Devices should have adequate storage and memory for image capture, data processing, and offline storage.
- **Stable Internet Connection for Enrichment:** Data enrichment requires a stable internet connection for syncing and processing.

### Integration with CRM and Marketing Tools

momencio can be integrated with various CRM and marketing platforms to facilitate seamless data flow and follow-up engagement. momencio gathers enriched lead data, and this data can be mapped to compatible fields in CRMs based on each CRM's data-mapping capabilities.

- **Supported CRM Integrations:** While AI EdgeCapture™ can export enriched data to CRM systems like Salesforce, HubSpot, and other CRMs, the extent of integration depends on the specific CRM's data handling and mapping capabilities.
- **Data Mapping Flexibility:** Users may need to adjust mapping fields in their CRM to ensure proper alignment with the enriched lead data provided by AI EdgeCapture™.



## Offline Mode and Automatic Syncing

AI EdgeCapture™ supports offline lead data capture, allowing users to scan badges, business cards, and name tags without an internet connection. This feature is particularly useful in environments with limited or unreliable connectivity, such as crowded trade show floors or remote events.

- **Offline Mode:** Users can capture images and basic information offline.
- **Automatic Syncing:** Once the device reconnects to the internet, AI EdgeCapture™ automatically syncs captured data with momencio's servers, initiating the enrichment process. This ensures that users don't miss any leads, even if the network is temporarily unavailable.

**Enrichment Only in Online Mode:** While offline mode supports data capture, data enrichment can only occur once the device is back online, allowing AI EdgeCapture™ to access public data sources for enrichment.

## 5. Features & Key Benefits of AI EdgeCapture™

AI EdgeCapture™ transforms the way exhibitors and individual attendees capture and enrich lead data, providing powerful tools for efficient follow-up and engagement. Here's a look at the core features, advanced enrichment capabilities, and key benefits that make AI EdgeCapture™ an invaluable tool for event success.

### Core Features and Advanced Enrichment Capabilities

- **AI-Driven Data Enrichment:** AI EdgeCapture™ utilizes advanced AI algorithms and machine learning to enhance raw badge or business card scans, turning basic contact details into enriched profiles. Enrichment includes adding professional details such as:
  - **Job Title:** Extracted from business cards or enriched via LinkedIn when available.
  - **Work Email:** Added if publicly accessible.
  - **LinkedIn Profile:** Integrated if found, providing insights into the lead's professional background.

- **Phone Number:** Included if available from captured data or public sources.
- **Machine Learning for Continuous Improvement:** AI EdgeCapture™ continually refines its data enrichment algorithms through machine learning, enhancing both accuracy and adaptability with every scan. This means the tool gets better over time, learning from past data patterns to improve future performance.
- **Flexible CRM Integration:** Seamlessly sync enriched data with popular CRM platforms, allowing users to incorporate AI EdgeCapture™ data directly into their existing lead management workflows.
- **Personalized Engagement Tools:** With momencio's integrated engagement options, users can initiate follow-up activities directly within the platform:
  - **Follow-Up Emails:** Personalized emails can be triggered, keeping leads engaged with tailored messaging.
  - **Microsite Invitations:** Direct leads to customized microsites where they can explore products, services, or event-specific content.
  - **Custom Post-Event Strategies:** Syncing enriched profiles to CRM systems allows users to manage and nurture leads through ongoing, targeted campaigns.

## Key Benefits

- **High-Quality Lead Profiles for Targeted Engagement:** By enriching captured data with job titles, professional profiles, and contact details, AI EdgeCapture™ provides comprehensive lead profiles that enable users to craft more relevant follow-up strategies, improving engagement quality.
- **Maximized Event ROI:** The enriched lead profiles generated by AI EdgeCapture™ increase the likelihood of conversion, maximizing the return on investment for each event. Quality data leads to more productive follow-ups, translating into higher engagement and stronger results.
- **Independence from Event APIs:** AI EdgeCapture™ is not tied to any specific event API, making it a flexible solution for exhibitors and attendees at any event, regardless of the event organizer's system. This independence ensures cost-effective lead capture and enrichment.

- **Improved Efficiency and Data Accuracy:** By automating data capture and enrichment, AI EdgeCapture™ minimizes manual entry errors and enhances data quality.

## 6. Addressing Common Data Challenges

While AI EdgeCapture™ is equipped with advanced AI and machine learning capabilities, certain data quality challenges and limitations are inherent in any AI-powered solution.

### Common Data Challenges and How AI EdgeCapture™ Manages Them

#### 1. Personal vs. Business Emails

- **Challenge:** Attendees may register with personal email addresses rather than business emails, limiting the effectiveness of follow-up efforts.
- **Solution:** AI EdgeCapture™ attempts to enrich profiles with business emails from publicly available sources when possible. However, if only a personal email is accessible, that email will be captured to ensure some form of contact information is available.

#### 2. Name Misspellings and Variations

- **Challenge:** Badges or business cards may contain misspelled names or unusual formatting, which can hinder the accuracy of data extraction.
- **Solution:** AI EdgeCapture™ uses machine learning to recognize common variations and spelling corrections, improving name accuracy over time. Clear, legible scans also enhance recognition, allowing the AI to deliver more accurate data.

#### 3. Generic Titles and Ambiguous Roles

- **Challenge:** Attendees may have general titles like "Student" or "Consultant," which don't provide enough context about their professional role.
- **Solution:** When possible, AI EdgeCapture™ enriches profiles with additional details (such as LinkedIn profile links) to clarify the lead's professional background. However, in cases where public data is limited, the profile may remain as originally captured.

#### 4. Handwritten or Poor-Quality Badge Data

- **Challenge:** OCR accuracy depends on the quality of the image. Handwritten badges, unclear fonts, or blurry images may result in incomplete or inaccurate data capture.
- **Solution:** For optimal accuracy, users are encouraged to capture clear, high-resolution images of badges or business cards. AI EdgeCapture™ performs

best with printed text, and while it attempts to process handwritten or low-quality data, results may vary.

### 5. Complex Company Structures

- **Challenge:** Leads from large corporations with multiple divisions or subsidiaries may be difficult to classify accurately, leading to potential ambiguity in company details.
- **Solution:** AI EdgeCapture™ attempts to map leads to the correct company by cross-referencing available public data, but in cases of extensive sub-companies or ambiguous affiliations, the profile may require manual review to confirm accuracy.

### 6. Limited Online Presence and Niche Industries

- **Challenge:** Individuals from small businesses, niche industries, or privacy-conscious sectors (e.g., government, defense, private offices) may have limited online information, making data enrichment challenging.
- **Solution:** AI EdgeCapture™ enriches profiles as much as available data allows, but some profiles may remain less detailed if public information is scarce.

Challenge	Description	AI EdgeCapture™ Solution
<b>Personal vs. Business Emails</b>	Some attendees may provide personal emails rather than business emails, limiting follow-up effectiveness.	Enriches profiles with business emails from public sources if available; otherwise captures the provided email.
<b>Name Misspellings and Variations</b>	Badges or business cards may contain misspelled names or unusual formatting.	Uses machine learning to recognize and correct common variations, improving name accuracy with clearer scans.
<b>Generic Titles and Roles</b>	Attendees may use broad titles (e.g., "Student," "Consultant") that lack context about their professional role.	Enriches profiles with LinkedIn data when possible; generic roles may remain as captured if additional data is scarce.
<b>Handwritten or Poor-Quality Badges</b>	OCR accuracy is affected by unclear or handwritten badges, limiting data extraction accuracy.	Works best with clear, printed text; captures may be limited for handwritten or blurry images.

<b>Complex Company Structures</b>	Leads from large companies with multiple divisions or subsidiaries may cause ambiguity in company details.	Maps leads to the best match in available public data; some profiles may require manual review in complex cases.
<b>Limited Online Presence</b>	Individuals from niche industries or small businesses may have limited information available online.	Enriches profiles as much as possible from available data; profiles may be less detailed if information is scarce.

### Using AI EdgeCapture™ Effectively

For best results, users should aim to capture high-resolution images and understand that enrichment relies on data availability. By keeping these challenges and limitations in mind, users can leverage AI EdgeCapture™ to maximize lead capture effectiveness at events.

## 7. Comparing AI EdgeCapture™ with Traditional Event APIs

AI EdgeCapture™ is designed to overcome many of the limitations commonly associated with traditional event APIs. While traditional event APIs play an important role in lead capture, they can be restrictive, especially in terms of data speed, quality, and flexibility. AI EdgeCapture™ offers a modern, AI-powered solution that is independent of event-specific APIs, allowing users to capture and enrich leads with greater accuracy and versatility.

### Key Differences Between AI EdgeCapture™ and Traditional Event APIs

Feature	Traditional Event APIs	AI EdgeCapture™
<b>Data Capture Speed</b>	Data delivery may be delayed, or delivered after the event.	Provides real-time capture
<b>Data Quality and Completeness</b>	Limited data quality and scope; may provide only basic contact information like name and email.	Uses AI-driven enrichment to add job titles, LinkedIn profiles, phone numbers, and other valuable details when available.
<b>Data Duplication and Accuracy</b>	May allow duplicate entries or incomplete data, leading to inaccuracies and redundancy in lead records.	Reduces duplicates by using AI algorithms to verify and enrich profiles, enhancing lead accuracy and reducing redundancy.

<b>Event-Specific Limitations</b>	Often tied to specific events, requiring users to purchase API access each time or rely on event-specific systems.	Independent of event-specific APIs, allowing users to capture and enrich leads at any event, regardless of event organizer systems.
<b>Flexibility of Use</b>	Limited to exhibitors and vendors with API access; not available to individual attendees or visitors.	Available to both exhibitors and individual attendees, enabling flexible lead capture and enrichment without API restrictions.
<b>Real-Time Engagement</b>	Limited options for immediate engagement and follow-up due to data delays.	Offers integrated follow-up tools, including personalized emails and microsites, to engage leads promptly post-enrichment.

## 8. AI Limitations and Guarantees

AI EdgeCapture™ leverages advanced machine learning and AI algorithms to enrich lead data with professional details, such as job titles, work emails, LinkedIn profiles, and more. However, as with any AI-powered system, certain limitations are inherent. This section explains these limitations, sets realistic expectations, and provides a guarantee statement to help users understand what they can expect from the service.

### Setting Realistic Expectations for Data Enrichment

#### AI-Specific Limitations

##### 1. Accuracy and Completeness

- **No Tool Can Guarantee 100% Accuracy:** While AI EdgeCapture™ strives to provide the most accurate and enriched data possible, it is essential to recognize that no tool—AI-powered or otherwise—can guarantee flawless accuracy or 100% completeness. AI algorithms operate within the bounds of available data, and certain data points may remain incomplete due to a lack of accessible or verifiable information.

- **Event APIs Face Similar Challenges:** Even traditional event APIs, which rely on attendee-provided data, are not immune to errors, incomplete entries, or inaccuracies.
- 2. Dependence on Publicly Available Data**
- **Limited Data for Privacy-Conscious Individuals:** AI EdgeCapture™ relies on publicly available data for enrichment. Suppose an attendee has opted to maintain a minimal online presence, such as by limiting their social media or professional profile visibility. In that case, AI EdgeCapture™ will not be able to access additional details beyond what is publicly accessible. This may result in partially enriched profiles or missing data fields.
  - **Restrictions Due to Data Privacy Laws:** In compliance with privacy regulations, AI EdgeCapture™ does not access private or restricted data. This ensures ethical data use but also means that some profiles may remain limited if the individual's information is not publicly accessible.
- 3. Variability in Image Quality and OCR Performance**
- **OCR Is Not Foolproof:** AI EdgeCapture™ uses Optical Character Recognition (OCR) to extract data from badges, name tags, and business cards. OCR accuracy depends heavily on the quality of the captured image. Blurry, low-resolution, or handwritten text can reduce OCR performance, leading to potential errors or incomplete data extraction. Clear, well-lit images yield the best results, but even under ideal conditions, OCR is not infallible.
  - **Human Error in Badge Design:** Variations in badge designs, such as unconventional fonts or badge layouts, can also impact OCR accuracy. AI EdgeCapture™ attempts to adapt to these variances, but irregular designs may limit its ability to extract information consistently.
- 4. Continuous Learning Curve**
- **Adaptive AI with Limitations:** AI EdgeCapture™ incorporates adaptive learning, meaning it improves over time as it processes more data. However, this also means that initial results may vary, especially when encountering unique or uncommon data formats. Users should expect incremental improvements in performance over time, rather than immediate perfection.

### Industry-Specific Limitations

Certain industries pose unique challenges for data enrichment due to privacy standards, minimal online presence, or limited public data. Below are common industry-specific limitations that affect enrichment outcomes:

- **Hospitality and Food Service:** At events for the hospitality or restaurant industry, roles like bartenders, waitstaff, and junior-level employees often need more online presence. AI EdgeCapture™ may retrieve business information (e.g., company name, location), but personal data enrichment, such as job titles or emails, may be unavailable.
- **Education Sector:** Educators, including teachers, professors, and administrative staff, often maintain low public visibility. Privacy policies in educational institutions may restrict personal information, resulting in minimal enrichment for roles in this sector.
- **Military, Government, and Security:** Individuals in security-sensitive sectors, such as defense, intelligence, and government, are required to limit their digital footprint for privacy and security reasons. Consequently, AI EdgeCapture™ may retrieve only basic organizational information, with limited or no personal data enrichment.
- **Small-Scale and Local Businesses:** At local events or for small business representatives and independent contractors, public data may be sparse or nonexistent. AI EdgeCapture™ attempts to enrich profiles based on available data, but independent contractors or small vendors may have incomplete profiles if they lack robust online presence.
- **Retail and Field Services:** Roles in retail or field services, such as sales associates, technicians, and customer service staff, typically lack professional profiles on platforms like LinkedIn. AI EdgeCapture™ may retrieve company-related data but will have limited success with personal or professional enrichment for these roles.

### Setting Expectations for Data Enrichment by Sector

To provide clarity on expected enrichment levels for different sectors, the following table offers a summary of typical data outcomes:

Sector	Expected Enrichment Quality	Notes
<b>Hospitality/Food Industry</b>	Limited personal information; business information available.	Front-line roles (e.g., bartenders, servers) may have limited data.
<b>Education</b>	Limited enrichment for junior teaching staff; better results for administrators and public figures.	Privacy policies in education may restrict online profiles for teaching and administrative staff.
<b>Military/Government/Security</b>	Minimal enrichment for restricted roles; may retrieve only basic affiliation details.	Privacy and security protocols often limit online



		data for individuals in these fields.
<b>Small-Scale/Local Events</b>	Limited data for attendees representing small businesses or independent contractors.	Smaller businesses may not have comprehensive online profiles, leading to incomplete enrichment.
<b>Retail and Field Services</b>	Limited data for front-line employees; better enrichment for managers and corporate representatives.	Roles like sales associates and technicians may lack online presence, impacting data retrieval.

### Data Completeness Expectations

While AI EdgeCapture™ enhances lead data with every scan, users should anticipate variable levels of completeness. For certain events, roles, or sectors, enrichment may be limited. Expect high-quality data capture and enrichment for corporate, managerial, and publicly active professionals while understanding that junior roles or privacy-conscious attendees may result in more basic profiles.

**By understanding these limitations, users can better utilize AI EdgeCapture™ as a powerful tool for lead enrichment while maintaining realistic expectations about its capabilities.**

### Key Takeaways

- **AI EdgeCapture™ Offers Enhanced, Not Perfect, Data Enrichment:** AI EdgeCapture™ is designed to elevate lead capture quality, but it is important to acknowledge that results may vary depending on data accessibility, industry restrictions, and image quality. No tool can provide absolute data completeness, and users should consider it as an enhancement tool, not an infallible solution.
- **Set Realistic Goals for Different Event Types:** High-profile, corporate events typically yield better data enrichment results than small, niche, or privacy-sensitive events. Users should approach each event with sector-specific expectations, leveraging AI EdgeCapture™ as a valuable but inherently limited tool for data enrichment.
- **Ethical and Privacy-Aligned Data Handling:** AI EdgeCapture™ adheres to data privacy standards, ensuring that only publicly available and ethically sourced data is used for enrichment. As a result, profiles of individuals who prioritize privacy will

reflect these boundaries, underscoring momencio’s commitment to responsible data use.

### Disclaimer and Guarantee Statement

momencio is committed to delivering high-quality data enrichment through AI EdgeCapture™, and continuous improvements are made to enhance accuracy and coverage. However, due to the nature of AI and external data limitations, absolute accuracy and completeness cannot be guaranteed.

**Disclaimer:** AI EdgeCapture™ utilizes advanced AI algorithms and publicly accessible data to provide accurate and enriched lead profiles. However, momencio cannot guarantee 100% data accuracy or completeness due to factors outside its control, such as limited public data, image quality, and user privacy settings.

**Guarantee Statement:** While momencio strives to offer the highest possible data quality, users should expect occasional limitations inherent to AI-driven data enrichment. momencio is committed to improving AI EdgeCapture™ over time, ensuring that the tool delivers valuable, actionable insights for effective follow-up and engagement.

## 9. Data Privacy and Compliance

AI EdgeCapture™ is designed with data privacy and security at its core, ensuring that user and lead data are handled responsibly and in line with regulatory requirements. This section outlines momencio’s commitment to data privacy, adherence to key regulations, and the data security measures that protect information captured and enriched by AI EdgeCapture™.

### Commitment to Data Privacy

momencio prioritizes data privacy and is committed to safeguarding the personal information captured and enriched by AI EdgeCapture™. User data is processed solely for the purpose of lead enrichment and engagement, and momencio does not share or sell

user data to third parties. All data handling within AI EdgeCapture™ is aligned with strict internal policies focused on maintaining data confidentiality and user trust.

### Data Security Measures

momencio takes extensive measures to protect data processed through AI EdgeCapture™, ensuring that all information is secure both in transit and at rest. The following security protocols are implemented to prevent unauthorized access and safeguard data integrity:

- **Data Encryption:** All data captured and transmitted by AI EdgeCapture™ is encrypted using industry-standard encryption protocols, protecting information during transmission to momencio's servers.
- **Secure Data Storage:** Enriched lead profiles are stored on secure servers with access controls in place to limit exposure to authorized personnel only.
- **User Authentication:** The momencio platform employs user authentication to prevent unauthorized access, ensuring that only verified users can capture and access lead data.

### User Consent and Opt-In Policies

AI EdgeCapture™ includes features that facilitate user consent and data collection in a compliant manner. Users are encouraged to obtain permission from attendees before capturing data, particularly in regions governed by strict data protection regulations.

- **Consent-Based Data Capture:** In compliance with GDPR and similar regulations, AI EdgeCapture™ is designed to support consent-based data collection, ensuring that lead data is captured lawfully and ethically.
- **Opt-In Options for Follow-Up:** AI EdgeCapture™ allows users to configure opt-in options when engaging leads, such as consent for email follow-up. This helps maintain compliance in post-event engagement.

### Future Compliance Goals: SOC 2 Certification

momencio is actively working toward achieving SOC 2 certification, which will further validate the platform's commitment to data security, privacy, and confidentiality. SOC 2 certification will provide momencio users with additional assurance that data captured and enriched by AI EdgeCapture™ is managed according to industry-leading security standards.

## 10. Quality Assurance and Human Verification

To ensure data accuracy, AI EdgeCapture™ includes an additional layer of quality assurance through human verification. After AI-driven enrichment, select data points may be reviewed by a human quality assurance team, especially in cases where the AI encounters low-confidence results.

**Note:** This human verification process is designed as a check for process success rather than a complete data validation service. While this step helps confirm the accuracy of enrichment for certain data points, it does not constitute a data audit or guarantee complete data accuracy.

## 11. Troubleshooting and Support

### Common Issues and Troubleshooting Tips

Below are some of the most common issues users may experience with AI EdgeCapture™ and suggested solutions to resolve them:

Issue	Possible Cause	Solution
<b>OCR Accuracy Issues</b>	Low-quality or blurry image capture.	Ensure the badge or business card is clear, well-lit, and properly aligned before capturing.
<b>Incomplete or Missing Data</b>	Limited publicly available information or privacy settings on LinkedIn.	Verify that the lead's data is clear on the scanned item; otherwise, enrichment may be limited.
<b>Error Syncing Data</b>	Weak or unstable internet connection during data upload.	Reconnect to a stable internet connection; the data will automatically sync when the connection is restored.
<b>Slow Data Enrichment</b>	High server load or large volume of leads being processed.	Allow extra time for enrichment, especially during peak event hours; check back periodically.
<b>Credit Balance Issues</b>	Credits may be exhausted or incorrectly applied.	if credits are low, request additional credits from your customer success manager.

**For any issue that persists after trying these solutions, users can reach out to momencio support for further assistance.**

## Support Resources

momencio offers a range of support options to ensure users get the help they need, from in-app tutorials to personalized onboarding sessions.

- **Support Channel:** Users can access the support channel directly through the momencio website. The support team is available to answer questions, provide guidance, and resolve technical issues related to AI EdgeCapture™.
- **Onboarding and Support Hours (Optional):** For users who purchase the onboarding package, momencio provides additional, personalized support that includes setup assistance, best practices, and tailored guidance. Dedicated support hours can also be purchased for ongoing or in-depth assistance. Response times for onboarding and priority support are typically within **6–8 hours**, ensuring timely assistance for users with enhanced support needs.

## 12. Conclusion

AI EdgeCapture™ by momencio provides a powerful, AI-driven solution for capturing and enriching lead data at events, helping users maximize engagement and ROI. Here's a quick recap of its standout benefits:

- **Comprehensive Lead Profiles:** Transform basic scans into enriched profiles with critical details, enabling targeted, personalized follow-ups that enhance conversion potential.
- **Real-Time and Post-Event Engagement:** Capture leads in real-time, initiate instant engagement, and seamlessly integrate enriched data with your CRM for long-term nurturing.
- **API Independence and Flexibility:** Use AI EdgeCapture™ at any event, regardless of official API access, empowering both exhibitors and individual attendees with versatile lead capture and enrichment.
- **Commitment to Privacy and Compliance:** With a strong focus on data security and upcoming SOC 2 certification, momencio ensures that all lead data is handled responsibly, aligning with GDPR and CCPA standards.

With AI EdgeCapture™, every scanned badge or business card becomes a valuable business opportunity, enabling you to turn event interactions into lasting relationships. By combining advanced AI enrichment with flexible tools for engagement, momencio empowers you to unlock the full potential of your event lead data.