



AUDIENCE RESPONSE SYSTEM MYTHS



1

ARS is only used at conferences & events

Audience response systems (ARS) have many use cases. Businesses are increasingly using audience response for employee trainings, sales kickoffs, and board meetings. Teachers and educators also use ARS in the classroom.

2

ARS is only accessible on-site

Advanced audience response systems support both keypad and mobile devices. This allows both on-site and remote participants to engage in live polling.



3

ARS runs separately on keypad & mobile

A handful of established vendors offer blended audience response solutions. Vistacom, Turning Technologies, and iClicker offer keypad and mobile solutions.

4

ARS isn't equipped for sensitive ballots

Advanced audience response systems can be used for sensitive ballots. ARS streamlines the voting process with automated vote counting and weighting, quorum checking, and ballot rounds.



5

Mobile apps perform better than web apps

Mobile audience response solutions that use web apps don't require downloading. As a result, web-based solutions tend to achieve higher participation rates.



For more information on the technical capabilities and applications of audience response systems
Visit www.vistacomusa.com