



NFC & Content: Get Physical with Digital

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Tactify®

- NFC analytics and content management software
- Custom RFID and BLE activations
- Attendee event analytics and interactive lanyards
- NFC business cards



SHARETAPES[®]

- Physically hand out digital content like music, video, web content or Augmented Reality experiences
- NFC and Shazam means your campaign is compatible with all modern smartphones and tablets!
- Connect with consumers through social media and sign ups
- Update your content easily and remotely in real time



Our Network of Customers



Outdoor NFC Sept 2011

coles

50 Adshel Transit sites in Melbourne, Australia were activated with embedded NFC chips and Wifi units.

The user was taken to exclusive digital Coles content, such as recipes and cookbook videos by popular Australian chef, Curtis Stone.



Outdoor NFC in 2013



Throughout premium transit locations in Sydney and Melbourne, Australia, NFC and QR panels were embedded on Adshel sites advertising Mercedes.

These sites featured visual advertising promoting the new A-Class Mercedes model, and upon interacting with mobile, users could schedule a test drive and learn more about the car.



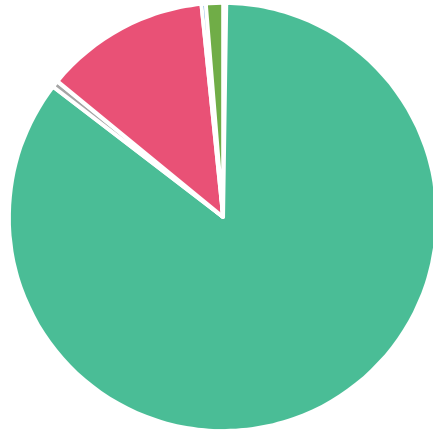
What Did We Learn?

- Users are hesitant to engage with NFC (and other tech) on what they perceive as public infrastructure
- Users are put off by interacting with technology in public view
- Advertisers will compare NFC interactions to digital CPC models
- When the interactive object was instead given to the user, we saw interaction rates skyrocket



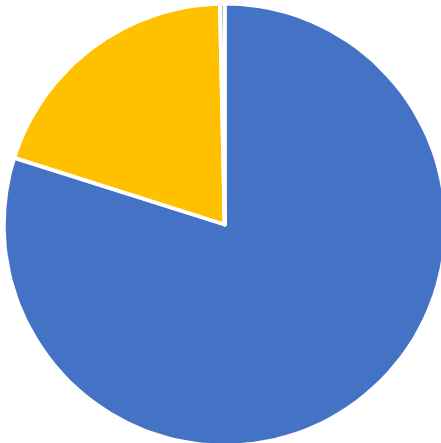
NFC in 2014: Dierks Bentley

Device



Mac	0.24%
Android	84%
iPad	0.51%
iPhone	12.2%
Other	0.35%
Windows	1.2%

Source



NFC	78.8%
QR	19.5%
Direct	0.34%



Nintendo Amiibo



2015: Card-type units sold:
28.90 million
Figurine units sold: 24.70 million

2017: Card-type units sold:
9.3 million
Figurine units sold: 9.1 million

LEGO Taps In

LEGO incorporated NFC into their LEGO dimensions range so that the physical Mini figures could interact with the digital Dimensions video game.

Each Mini figure has a baseplate containing an NFC chip. This is read by the LEGO dimensions portal which communicates the Mini figure ID to the game, for loading a digital version.



Guinness

Guinness rolled out a mobile brand engagement program using NFC tags incorporated into thousands of Guinness' beer founts in the UK and Ireland.

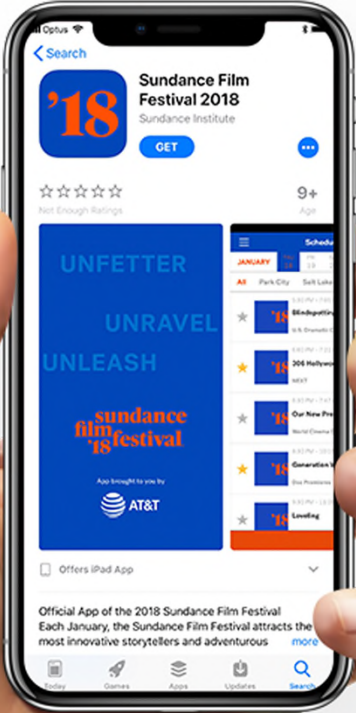
Customers downloaded the Guinness mobile app onto their smartphone by tapping their phone against the famous harp symbol.



NFC for App Downloads



SUNDANCE NOW



FREE SHAKE & WIN 2 FOR 1

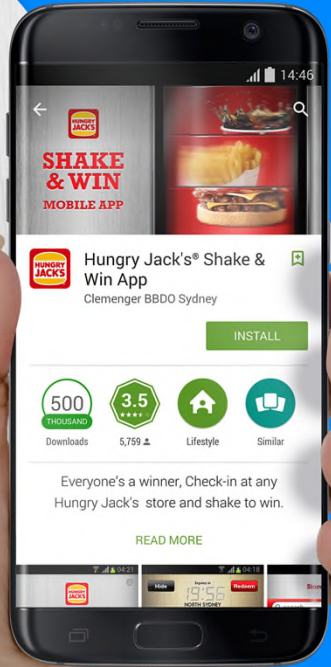
App for iPhone HUNGRY JACK'S

TAP YOUR PHONE BELOW TO DOWNLOAD THE APP

TAP PHONE HERE

Available on the App Store

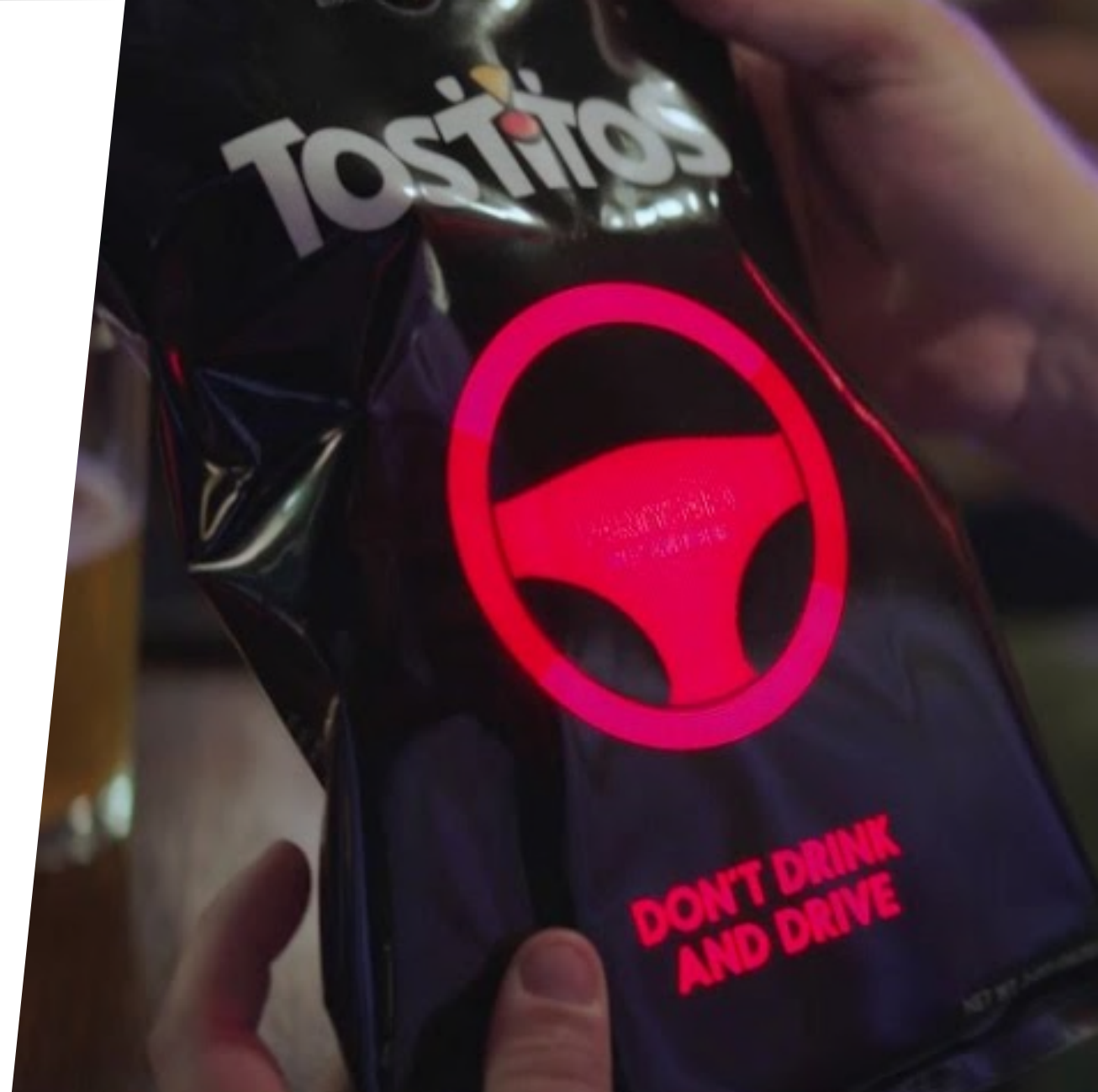
GET IT ON Google play



NFC Pushing to an App: Tostitos & Uber

The special bag came equipped with a sensor connected to a microcontroller calibrated to detect alcohol on a person's breath. If detected, the sensor turned red and forms the image of a steering wheel, along with a "Don't drink and drive" message.

The bag used NFC which allowed consumers to tap it, and order a ride with Uber automatically, while also receiving \$10 off.

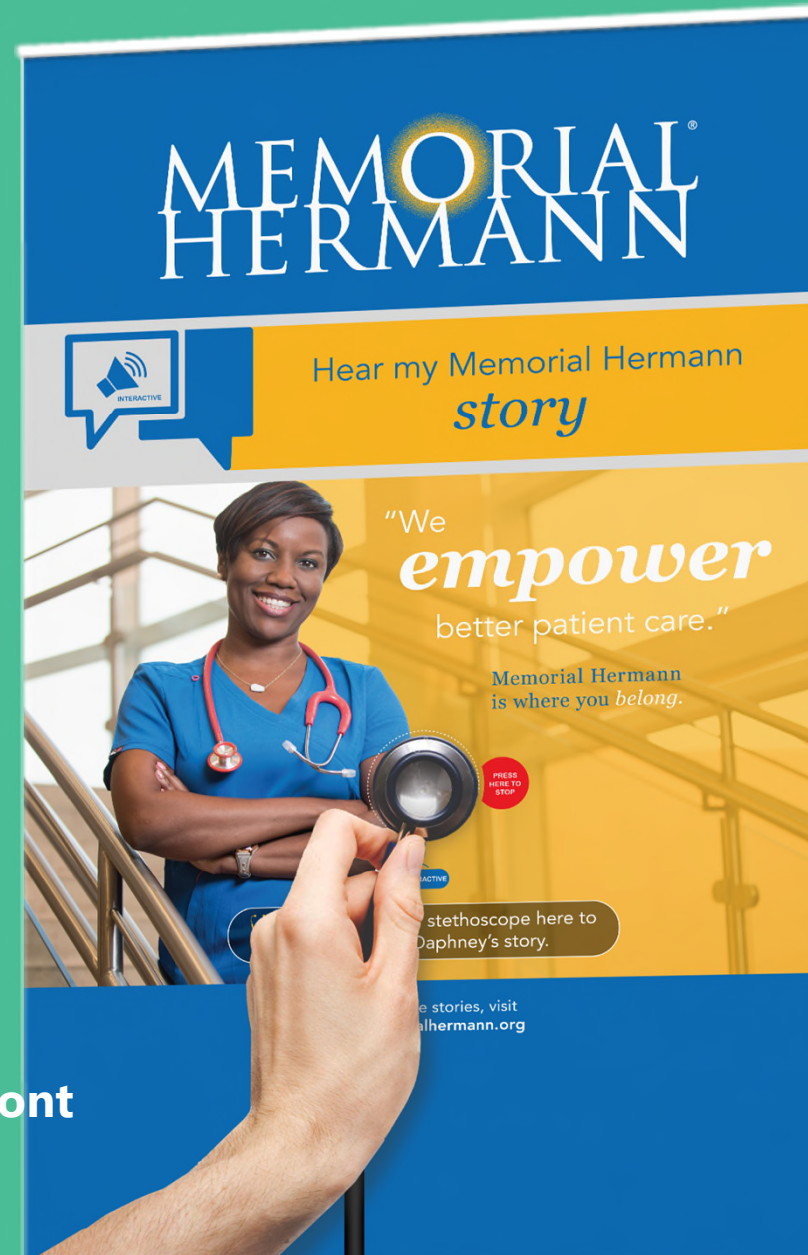


NFC as a Phoneless Activation: **TMP**

Raspberry Pi units with active NFC were built into the back of standard roll-up banners, and custom stethoscopes were created with NFC chips inside them.

When the user held their stethoscope against the banner, a pre-recorded story began to play through the Pi and into their ears through the stethoscope.

Front



Back

NFC Content & Apple iPhone

- NFC is now available to developers on iOS
- Currently only accessible through an open application
- Good for adding functionality to branded utility applications
- Difficult for NFC marketing



Summer Jam & Global Hip Hop Day with NFC and Shazam



- NFC interactions for Android users
- Visual Shazam codes for iOS users
- Exclusive Apple Music Content
- Handed out at Hot 97 Summer Jam 2017 and Global Hip Hop Day 2017



NFC & Content: What's Next?

- Android NFC is here to stay
- iOS NFC is exciting
- Users are becoming familiar
- The convergence of physical media and digital content is going to explode over the next couple of years

