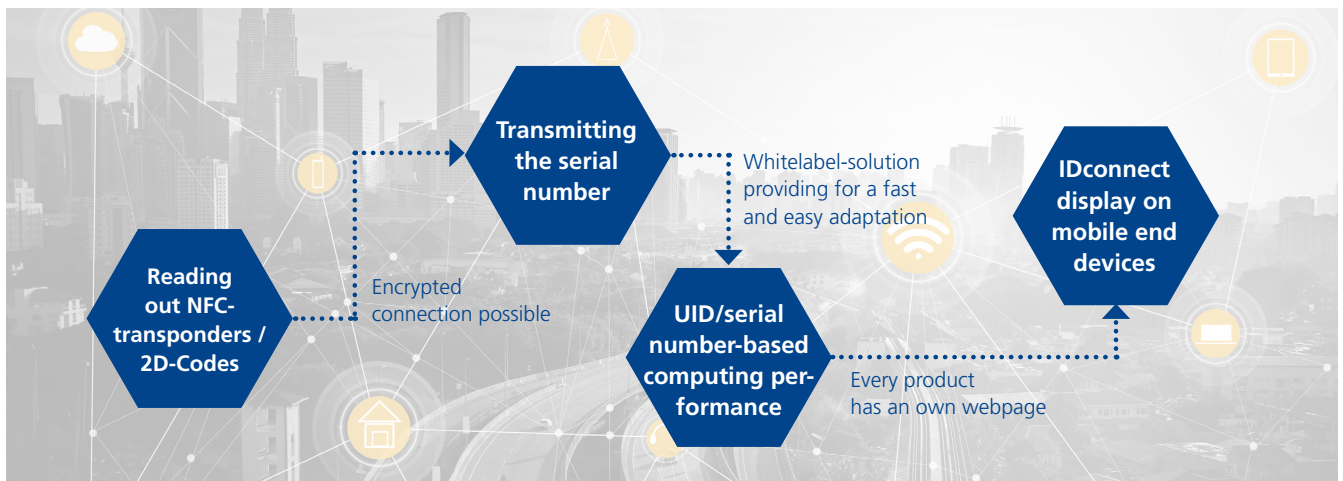# IDconnect

The mobile app for your products, thanks to NFC and the 2D-code

IDconnect makes it possible, by reading out an NFC-transponder, which is integrated into a product, or reading out a 2D-code, to provide product-specific information online on mobile end-devices. As far as the consumer sector is concerned (B2C), this enables to carry out and evaluate targeted marketing activities. Within the industrial sphere (B2B), IDconnect offers the opportunity to display information regarding internal processes and to document it.

How does IDconnect work?

Transmitting the serial number

Whitelabel-solution providing for a fast and easy adaptation

IDconnect display on mobile end devices

Reading out NFC-transponders / 2D-Codes

Encrypted connection possible

UID/serial number-based computing per-formance

Every product has an own webpage

The worldwide unique Chip-Identification-Number (UID) pertaining to the NFC-transponder, or the serial number in 2D-Code-format is linked to a personalized IDconnect. IDconnect has been developed by our in-house-experts on digital marketing – RATHGEBER DIGITAL.

Your advantages

✓ Flexible information maintenance

✓ Rapid adaptation to your Corporate Design

✓ Every NFC-Transponder / 2D-Code has its own serial number

✓ IDconnect in connection with a unique serial number provides for safety and original protections

✓ The cooperation of serial number and IDconnect enables for displaying information on a unique level

✓ Easy up- and download function regarding information, documents, pictures & videos

✓ Time-directed distribution of product- and marketing information

✓ Geobased automated adaptation of contents

✓ Safe evaluation via Google Analytics available

✓ No App-Stores costs or download costs for an app

✓ High Performance hosting on servers based in Germany

✓ Links to your website or social media channels

✓ Data protection according to German Law and according to GDPR (EU-GDPR)

✓ Very varied fields of applications on the B2C- and B2B-market