

## Revolutionary: traditional postcard with NFC technology

*smart-TEC* cooperates with the Augsburg University of Applied Sciences and paperbits, in a joint research project

During a cooperation between *smart-TEC* GmbH and the Augsburg University of Applied Sciences, working alongside paperbits GbR, an NFC postcard was developed within the scope of a master project, combining the most recent NFC technology (Near Field Communication) with a traditional printed product. The range of application of the NFC postcard spans from creative marketing campaigns within the B2B sector, to the sending of holiday greetings within the consumer market.

### Photos (attached):



<NFC postcard



## About *smart-TEC*:

*smart-TEC* GmbH & Co. KG is a company belonging to the RATHGEBER Group in Oberhaching near Munich. For more than 10 years, it has been developing and manufacturing customer-specific RFID transponders. It offers products ranging from self-adhesive, printed RFID and NFC labels to robust, long-life weather- and temperature-resistant RFID transponders for the industrial sector. The majority of the RFID transponders are certified for use in explosion hazard environments. *smart-TEC* also offers comprehensive project support in cooperation with system partners.

Our core competencies:

- Robust, durable, industry-compliant, weather- and temperature-resistant RFID and NFC transponders - including for explosion hazard environments
- Customer-specific RFID and NFC labels, printed or blank, with the most varied of chip technologies, frequency ranges and forgery- and tamper-proof features
- Comprehensive NFC expertise at our NFC Competence Centre
- Competent project consultation and support

## Want to find out more? Please contact us!

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