

WHAT DOES THE *smart-CLOUD* NFC OFFER?

NFC-enabled devices (smartphone, tablet, etc.), allow passive NFC tags from *smart-TEC* read from your products without contact. With the transmission of the unique identification number (UID) - integrated in an URL - in the cloud, specific mobile websites can be generated for each product.

YOUR ADVANTAGES WITH THE *smart-CLOUD* NFC AT A GLANCE

- Each product is assigned an individual website (internet of things).
- Absolute independence from device manufacturers and firmware versions.
- Unlike with QR codes, no additional app is required.
- Authenticity protection is implemented by the transmission of the unique identification number (UID) and comparison in the cloud.
- Information can be updated any time (e.g. changes hotline number, callback).
- Intuitive web interface for simple management and editing of information.
- Data protection in compliance with German law (server location in Germany)
- Non line of sight reading of the NFC tag allows hidden integration of the objects to identify.
- NFC tags can be read with many NFC-enabled devices (smartphone, tablet, notebook) without contact.
- Fast technology distribution: sales of NFC-enabled handsets increases up to 1.17 Billion units per year. (Source: IHS)

COMPANY PROFILE / COMPETENCIES

smart-TEC GmbH & Co. KG has been designing and producing custom RFID and NFC tags for over 15 years. The portfolio of products ranges from self-adhesive, printed RFID and NFC labels to robust, long-life weather- and temperature-resistant RFID and NFC tags for industrial applications.

Our core competencies:

- Robust, durable, industry-compliant, weather- and temperature-resistant RFID and NFC tags - including for explosion hazard environments
- Customer-specific RFID and NFC labels, printed or blank, with a wide range of chip technologies, frequency ranges and forgery- and tamper-proof features
- Comprehensive NFC expertise at our Competence Center NFC
- Expert project consulting and support



smart-TEC GmbH & Co. KG
A company of the RATHGEBER® Group

Kolpingring 3
82041 Oberhaching
GERMANY

Telephone +49 89 61 30 07-80
info@smart-TEC.com

TAGnology for your Future



smart-CLOUD NFC

Proof of Authenticity and Value-added Service Solution

- CONTROL NFC TAGS VIA ONLINE COCKPIT
- CENTRALLY BUNDLE ADDITIONAL PRODUCT INFORMATION
- CREATE A MOBILE WEBSITE FOR EACH PRODUCT BY YOURSELF
- PROVE PRODUCT AUTHENTICITY
- GUARANTEE PRODUCT TRACEABILITY
- PROVIDE MOBILE PRODUCT INFORMATION
- MAKE MARKETING CAMPAIGNS MEASURABLE

WHAT IS NFC (NEAR FIELD COMMUNICATION)?

NFC is a radio technology with a transmission range of approximately five to ten centimetres, which comes from **Radio Frequency IDentification (RFID)** technology. The main difference lies therein that NFC technology uses mobile devices such as mobile phones, tablets and notebooks to exchange data. A variety of new applications such as intelligent posters, payment solutions and interactive marketing campaigns are also possible in the consumer sector. NFC is contactless data transfer on the globally standardised frequency of 13.56 MHz.

The number of NFC-enabled devices is increasing

The sale of NFC-enabled mobile end devices will continue to increase over the next years. According to the latest IHS study, sales will increase up to 1,17 billion per year by 2018.



WHAT IS A smart-CLOUD NFC?

The cloud can be simply described as a "data cloud". In cloud computing, applications and data are no longer stored directly on the computer or mobilephone but on servers in a so-called cloud. With the *smart-CLOUD* NFC, an individual cloud URL is programmed into each NFC tag. With contactless reading of the NFC tag with a mobile device, all information centrally stored in the cloud is displayed as a mobile website. This has the advantage that maintained and updated information stored in the cloud can be immediately accessed and displayed on all devices.

Each NFC tag has a unique and copy-protected serial number (**Unique IDentification number = UID**). The *smart-CLOUD* NFC is based on this.

Through a user-friendly web interface, the cloud content can be updated as well as the respective NFC tag identified. This allows simple data maintenance, without support from cost-intensive IT service providers - do it yourself!

HOW DOES THE *smart-CLOUD* NFC WORK?

The *smart-CLOUD* NFC consists of two components:

- **NFC tag:** coded after production with a cloud URL linked to the *smart-CLOUD* NFC.
- ***smart-CLOUD* NFC:** web interface, over which all information can be simply combined.



smart-CLOUD NFC AT APEX SNOWBOARDS

For the snowboard manufacturer, APEX Snowboards, a *smart-CLOUD* solution has been implemented which provides their user value-added services such as a simplified selection of the right ski / mountain rescue hotlines, the product registration, data sheets or the current product catalogue as a downloadable PDF. Each mobile website is individually generated for each product at the moment it is called. The content is therefore always up to date.

