

***smart-TEC* develops customer-specific NFC-capable *smart-CARD* for Vogtlandzentrale**

Bonus cards equipped with NFC technology for a regional customer retention and information programme.

smart-TEC GmbH has developed an NFC-capable (Near Field Communication) bonus card for Vogtlandzentrale, a regional trade and information platform with headquarters in Plauen. All citizens, clubs, communities, tradesmen and companies from the Vogtland region can now have this bonus card issued to them free of charge. The cardholders can then register for access to the Zentrale website (www.vogtlandzentrale.de), which features many practical offers and information from companies on trade and retail in the area, and also facilitates direct contact with these companies. Additional incentives include a discount system in the form of cash-back offers, i.e. a return payment by bank transfer, and regular participation in the weekly competitions run by the Vogtlandzentrale.

The Internet platform, founded in 2009, was set up specially for the Vogtland region in order that local information and offers could also be offered to interested citizens online. User numbers continue to increase, indicating a positive response to this idea. Maik Klingbeil, Founder of Vogtlandzentrale (VZ), is proud of this development and hopes to further strengthen it: "Through the use of an NFC-based bonus card, with a connection to the Internet platform, we can reach an even wider target group and draw attention to the portal. We expect strong synergy effects." The NFC bonus card also has further advantages for companies e.g. discount campaigns can be implemented for the end customer, automatically and more quickly. This provides companies from the Vogtland region with a new and modern customer retention tool.

The first step in the use of the new NFC bonus card system begins with the provision of an NFC-capable mobile telephone positioned near the cash register at participating companies. A specially developed Vogtlandzentrale app, programmed by Priener Chiemsee Media, takes care of the processing and transfer of the collected bonus points into the user account. In this respect, the NFC-capable cards pay a key role, as they are developed and produced by *smart-TEC* to customer specifications. These are based on an NFC Forum Tag Type 2 certified chip set, and are thus ready for use in all NFC-capable mobile end devices. "In an optional expansion stage to the Vogtlandzentrale system, users can directly call up their customer account, with status information, by touching the card to their mobile end device," explained Andreas Schlaudraff, Head of the NFC Competence Centre at *smart-TEC* GmbH.

The customer participating in the bonus program presents the Vogtland bonus card having successfully paid for his/her purchase. The company then logs the amount via the app, whereby this information is sent in encrypted form to the bonus system database, via WLAN or the mobile network. The customer ultimately benefits from the cash-back system and the discount amount is transferred directly into his/he bank account.

The new NFC-based bonus system run by Vogtlandzentrale has made a very successful start and is experiencing a high level of acceptance among companies in the Vogtland. In just a short time,

many companies have already been won over, converting to the NFC-based system - and more are set to follow. In order to further promote the success of the customer retention programme, Maik Klingbeil is calling on all companies within the region to get involved in the project as 'points of acceptance': "In addition to customer retention, supporters, investors, and silent partners of the project can expect a strong marketing tool and a high profit margin".

Photos (attached):



<NFC-capable bonus card for Vogtlandzentrale developed by *smart-TEC* GmbH



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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