

smart-TEC highlights at the EURO-ID

smart-TEC will be present at this year's EURO ID, which is taking place from 5 until 7 November in Frankfurt am Main (**Hall 4, Booth E06**), exhibiting, among other products, an NFC postcard developed in cooperation with the Augsburg University of Applied Sciences. This innovation combines the traditional charm of a personally written card with the digital addition of individual images and videos with the help of an NFC-capable smartphone. The card design is based on Near Field Communication technology (NFC).

In order to experience the NFC technology "live", the specialist visitors can have **NFC postcards** coded with their own photos at the trade fair booth. NFC postcards will feature hand-written greetings and will be sent via traditional post in conjunction with the cloud-based data upload. Post card recipients can also open the multimedia messages using an NFC-capable smartphone.

Stefan Scheller, Business Development Manager at *smart-TEC*, guides customers through the entire process: "In order to present the advantages of the NFC technology in conjunction with classic postcards at the booth, and so as to be able to demonstrate the entire coding process, we have prepared appropriate software and hardware to demonstrate NFC technology to those who are unaware of it." The revolutionary postcard, developed jointly within the scope of a project with the Augsburg University of Applied Sciences, is an example from the *smart-TEC* NFC portfolio, which is supported by the newly founded NFC Competence Centre.

Another highlight of this year's trade fair appearance is the presentation of new RFID labels from the *smart-LABEL Security product group*, which combines numerous security features with RFID functionality, thus meeting even the most demanding security requirements. In practice, *smart-LABEL Security* is being tested in applications such as the driving licence label in the area of car-sharing or the windscreen disc label, among others. In addition to this, these special RFID labels are also used as a guarantee of original consumer materials or branded items. In order to enable reliable protection against tampering, the RFID function is irreversibly destroyed in the event of attempts to remove it.

Specialists can also learn about various opportunities to use security features such as security punches, holograms, microprinting, security dyes or individually designed labels with a VOID effect. In addition, *smart-TEC* will also be exhibiting a selection from its extensive product portfolio of RFID labels, cards and tickets, as well as industrial transponders and RFID-based identification products.

Photos (attached):

euroID 2013 

Frankfurt am Main, 05.–07.11.2013





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!

smart-TEC GmbH & Co KG

Contact:	Klaus Dargahi
Address:	Kolpingring 3, 82041 Oberhaching
Tel.:	+49 89 613007 83
Fax:	+49 89 613007 7183
Email:	k.dargahi@smart-tec.com
Website:	www.smart-tec.com

In the event of publication, please send a copy to:

Julia Ascher
j.ascher@smart-tec.com
