

Christmas greetings using modern technology from *smart-TEC*

This year, selected customers received a Christmas video message via the NFC postcard team at *smart-TEC* GmbH & Co. KG

This year, selected *smart-TEC* customers for the first time received the Christmas message from the Oberhaching-based company in the form of a video message, which has been sent via post with an innovative NFC postcard. The cards contained hidden transponders, based on so-called Near Field Communication (NFC), which are integrated into the multi-layer paper card, onto which the sender can store photos or pre-recorded videos. The card can then be written as usual and sent via the standard mail service to the recipient, who can call up the message stored on the transponder using an NFC-capable smartphone or tablet.

This card combines tradition – and therefore a high attention value – with the most modern technology and proved to be a visitor magnet at the EURO ID 2013 specialist trade fair, which took place at the beginning of November in Frankfurt am Main. A successor to the destruction- and tamper-proof driving licence label, the modern card is another new product from the continually expanding RFID and NFC portfolio from *smart-TEC*. It was developed in a joint research project with the Augsburg University of Applied Sciences and is designed in such a way that the integrated NFC transponder can be loaded with videos or photos and read using any NFC-capable mobile end device and a special app developed by paperbits.

Photos (attached):



< Christmas message in the form of a video message



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:	Julia Ascher
Address:	Kolpingring 3, 82041 Oberhaching
Tel.:	+49 89 613007 50
Fax:	+49 89 613007 7150
Email:	j.ascher@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
