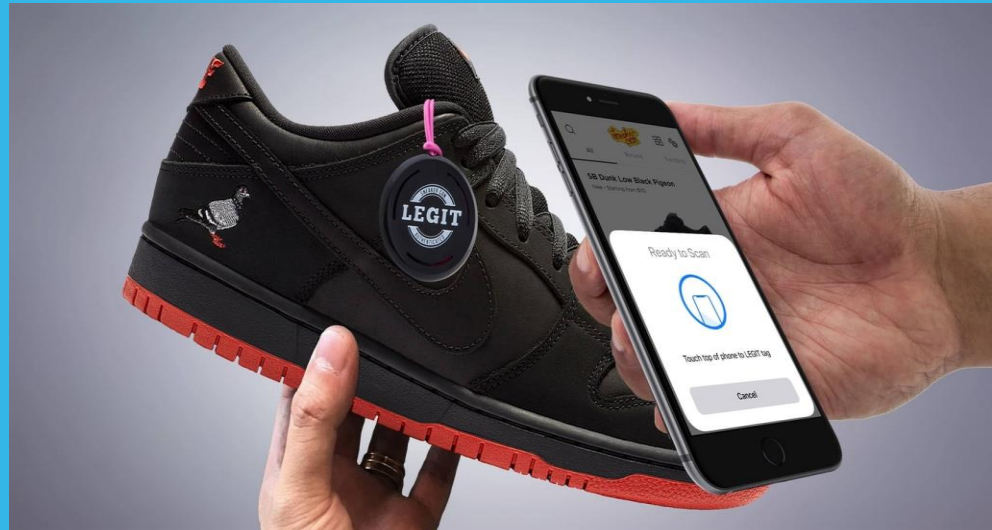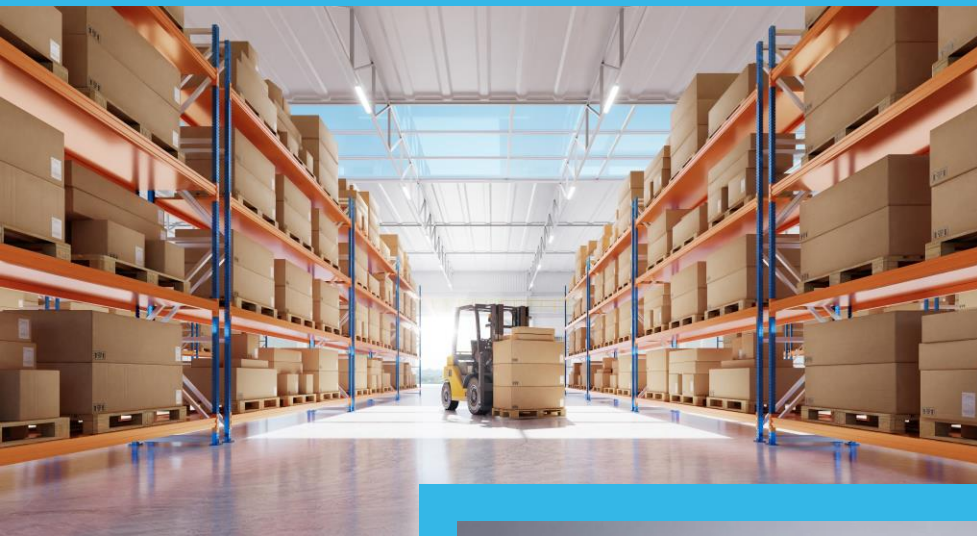# Make Your Products Smarter and More Secure with UHF & NFC
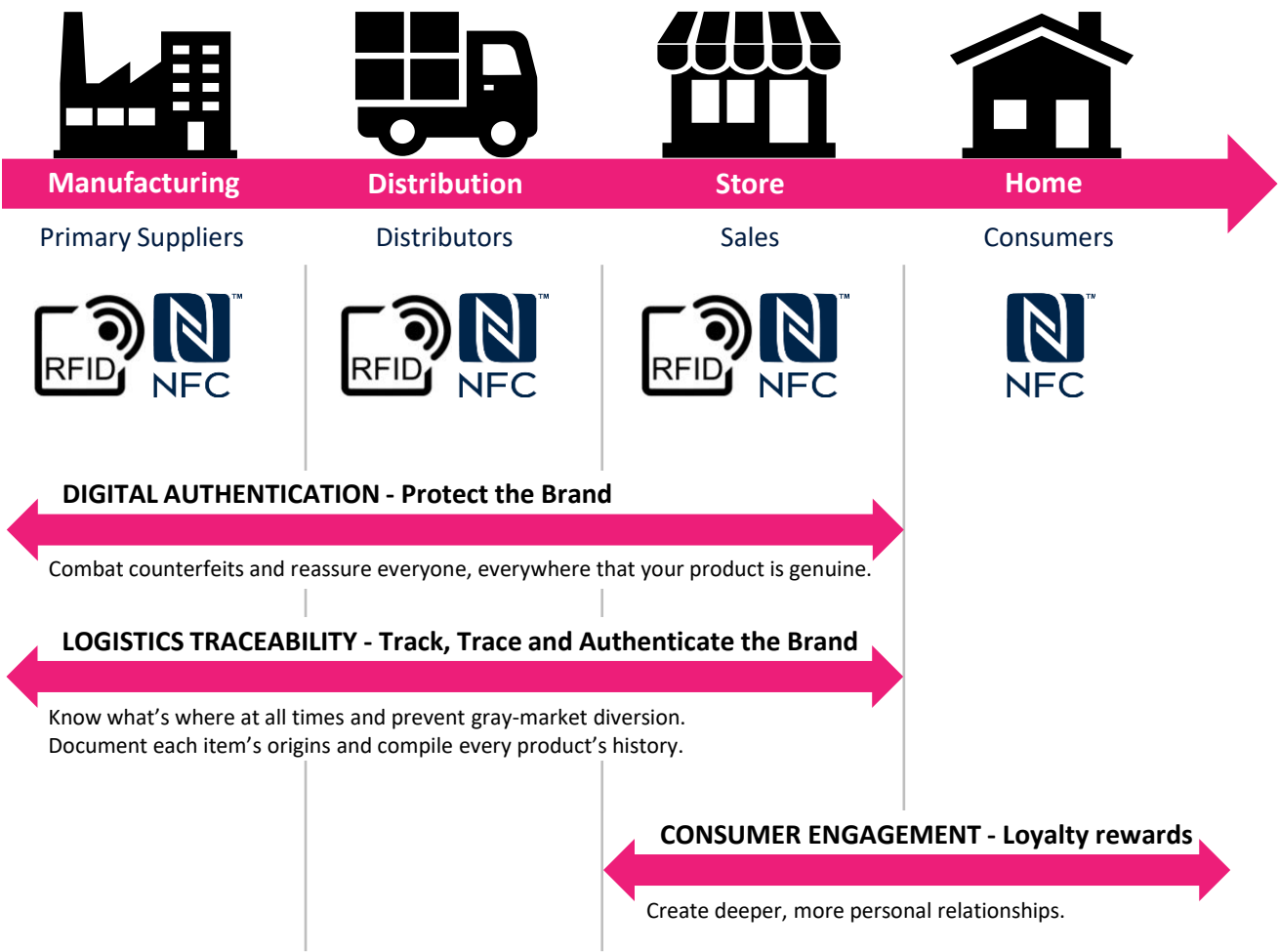
3ALogics®
TDP500MU®
NFC & UHF Dual TAG

**Anytime
Anywhere
Any Devices**

**Smart.
Secure.
Connected.**

TDP500MU is a gateway to the digital era, giving you more ways to strengthen your brand, streamline your operations, and connect with consumers - so you can increase revenue.

Manufacturing	Distribution	Store	Home
Primary Suppliers	Distributors	Sales	Consumers

DIGITAL AUTHENTICATION - Protect the Brand

Combat counterfeits and reassure everyone, everywhere that your product is genuine.

LOGISTICS TRACEABILITY - Track, Trace and Authenticate the Brand

Know what's where at all times and prevent gray-market diversion.
Document each item's origins and compile every product's history.

CONSUMER ENGAGEMENT - Loyalty rewards

Create deeper, more personal relationships.

Strengthens brands and adds value at every point in the product life cycle, from raw materials to the consumer's hand – and beyond

Protect brand with anti-counterfeiting

In the wine and spirits sector, NFC technology can be utilized to ensure product integrity and give consumers confidence in product authenticity. NFC tags can be programmed to support a variety of use cases, so an NFC tag on a bottle cap can include tamper detection capabilities in addition to other features defined by the producer, meaning that if someone opens the bottle cap, the NFC tag can detect whether the contents of the bottle have been altered by removing the cap.

Many people buy luxury goods online, and authenticity is a serious issue, especially in the growing secondhand luxury market. To reassure customers, some sites have experts inspect items before they are sold. The markup for authentication can be as high as 20-45% of the purchase price. However, NFC tagging can solve these problems and protect brand trust with higher accuracy and lower costs. Brands can also provide an on-tap registration platform, allowing consumers to register and prove ownership of their products and transfer them to others when selling on the secondary market.

NFC-Enabled Medication Packaging

There is a growing interest in self-care, with patients managing their own medications at home and self-administering injections or inhalants without having to visit a hospital or clinic. With NFC-enabled medicine packaging, you can create valuable connections between patients and their medicines, and between healthcare providers and patients. Patients can record their medication history through NFC tagging after taking their medication. They can also quickly and easily access product information, such as step-by-step instructional videos and proper usage, by simply holding their smartphone up to an NFC-enabled device or medicine package. Doctors can monitor how long patients are taking their medication in real time, and integrated sensor-based feedback can confirm if the medication has been handled correctly or if the medication has been administered correctly, further supporting patient care. Pharmaceutical companies can utilize this technology to bring innovative drug packaging to market and create new revenue streams.

Connection Between Consumers and Brands

NFC technology is a gateway to the digital era, giving consumers new ways to interact with their favorite brands while brand owners can streamline operations and easily connect with consumers to increase revenue.

- Providing Discount Coupons via NFC
NFC tags are attached to items in the store or included in flyers. When customers bring their NFC-enabled smartphones close to the tagged items or flyers, discount coupons are either automatically downloaded to their smartphone apps or applied immediately at the store's registers. Customers are encouraged to make purchases, and the brand can effectively promote discount promotions and boost sales.

- Tracking Marketing Campaigns with NFC
NFC tags are affixed to tables in the restaurant, and customers are encouraged to download or install an NFC smartphone app. When customers scan the NFC tag on their table, they are presented with options such as viewing the menu, accessing special deals, writing reviews, and submitting feedback. The brand can foster customer interactions, track marketing campaign performance, and enhance the customer experience.

NFC marketing combines technology and creativity to facilitate positive interactions between consumers and brands. It increases brand awareness, loyalty, and customer engagement, making it a powerful marketing tool.

Advantages within the IoT

- Easy Device Pairing
NFC is used for quick pairing between IoT devices and smartphones or tablets. For example, when setting up a smart home device, NFC can simplify the wireless connection between the device and the user's smartphone.

- Maintenance and Monitoring
NFC simplifies maintenance and monitoring of IoT devices. By activating NFC on a smartphone and bringing it close to an IoT device, users can read status information or diagnose issues.

Asset Tracking and Inventory management

In many businesses, assets like pallets, trays, containers, equipment are often difficult to track. But the UHF tag attached to the reusable assets can track them more efficiently.

- Accurate Inventory Tracking
Utilizing UHF technology enables real-time tracking of the precise location and quantity of products, components, or goods. This enhances the accuracy of inventory management, preventing issues like stockouts or over-purchasing.

- Enhanced Customer Service
Having precise inventory information enables businesses to provide customers with accurate product availability information. This increases customer satisfaction and can boost purchase likelihood.

- Quality Control and Expiry Date Management
UHF tags can be used to monitor product expiry dates and quality information in real time. This helps prevent expired products from entering the market and enhances quality control.

In summary, UHF-based inventory management offers several advantages such as accuracy, efficiency, cost savings, and improved customer service. Precise inventory management is a crucial factor influencing a company's success and growth.

Collecting and managing data wirelessly

- Automobile Manufacturing and Quality Control
In the automotive industry, UHF tags are attached to car parts. They enable real-time tracking of the car assembly process, ensuring all components are assembled correctly. This enhances car quality and helps detect defects early.

- Agriculture and Livestock Management
In agriculture, UHF tags are attached to livestock to monitor their health and location. They are also used on crops and produce for production and distribution management.

UHF tags are innovatively employed in these diverse fields, enhancing efficiency, reducing costs, and improving service quality through data collection, management, and automation.

Smart NFC Choice for your life

Contact

3ΛLogics