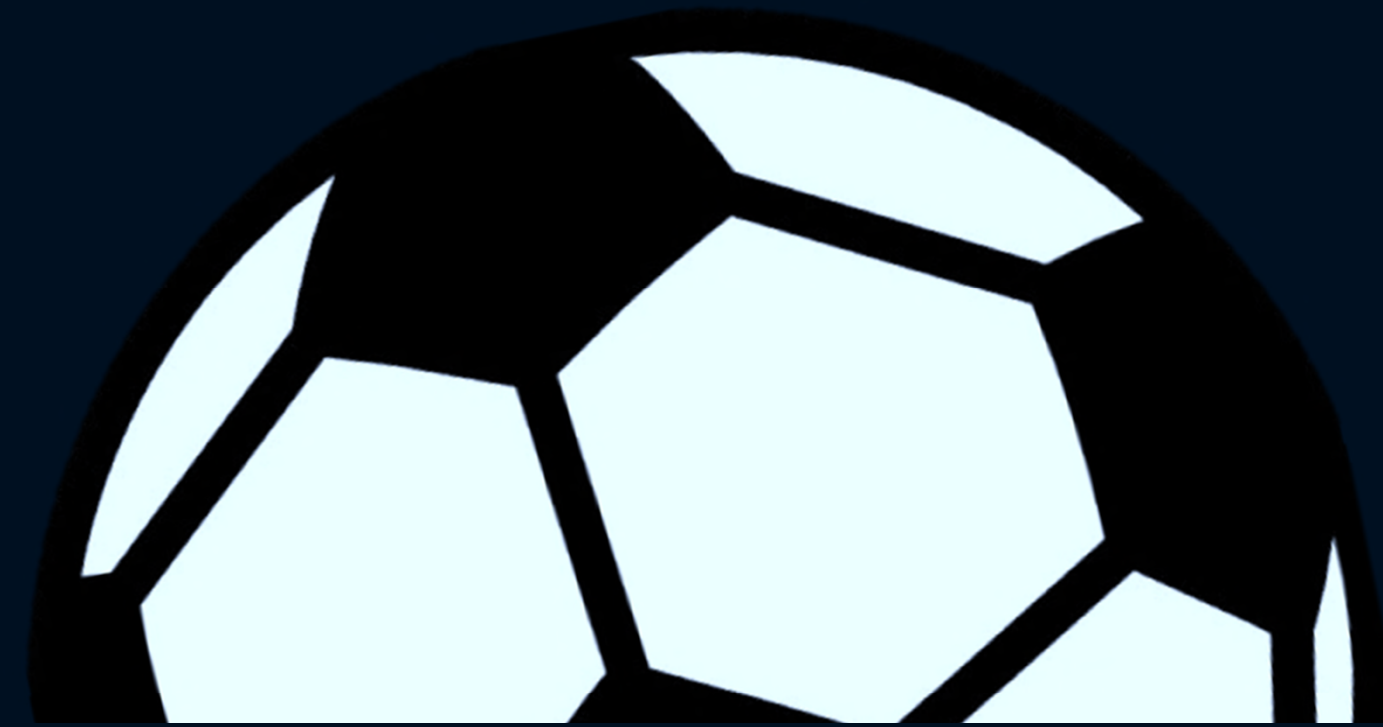




SMART Products + Digital Consumer Interaction

Scott Krynock

Director, Product Marketing, Smartrac



SMART Products +
Digital Consumer Interaction

87% of business leaders see digitization as a priority for their company.

Source: CEB Digital Enterprise 2020

Only 5% of organizations feel that they have mastered digital to a point of differentiation from their competitors.

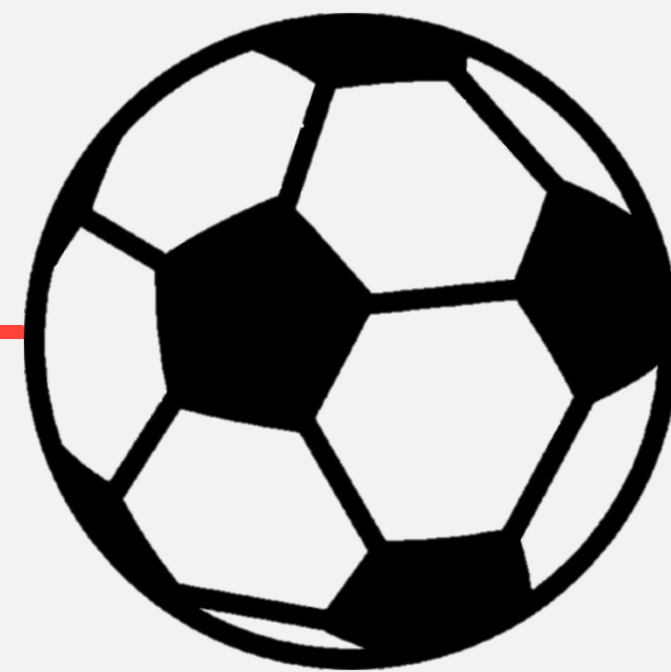
Source: Accenture, Digital Transformation in the Age of the Customer

How can Brands master digitization and harvest the benefits it creates internally as well as turning them into an advantage in the market place?

So if Brands want to gain a competitive advantage with digitization, it should start where the action is.



Start with products.



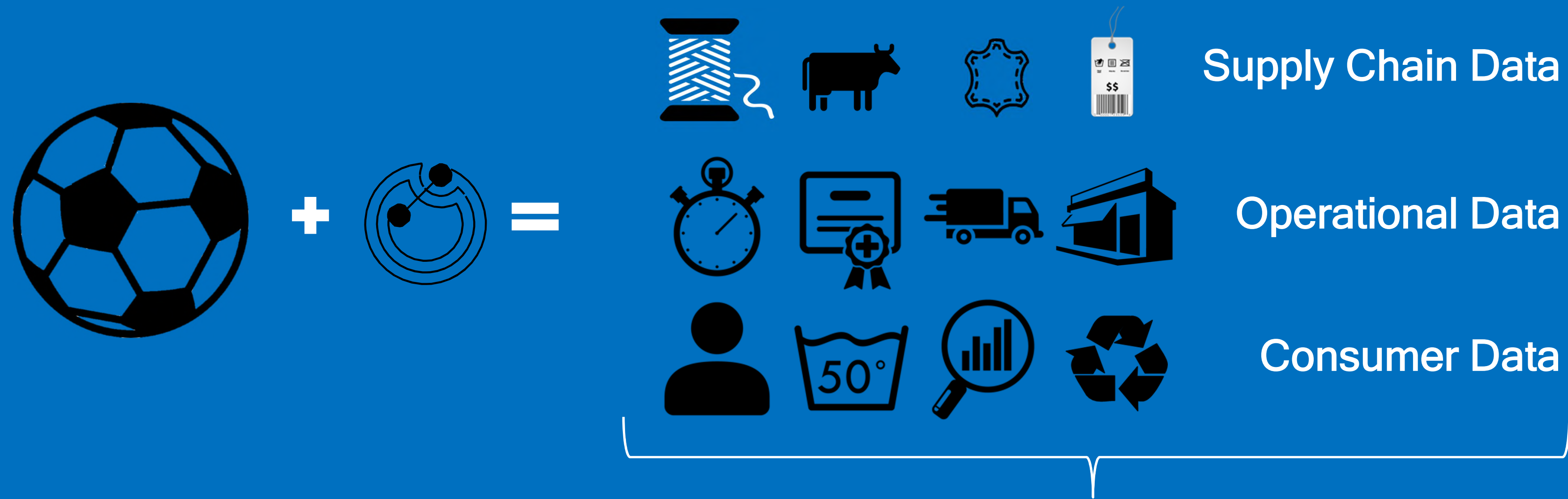


The product is the common denominator along the complete supply chain

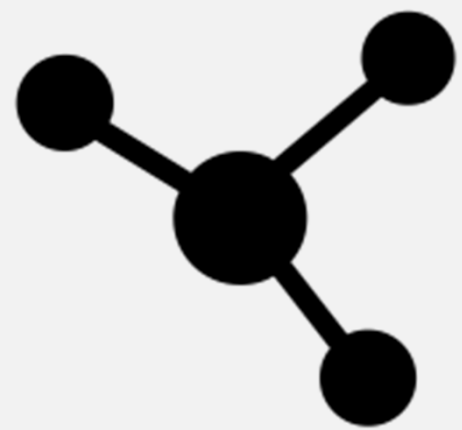
Why use NFC?

- Proven robust technology
- Passive - no battery
- Security - encryption option
- Very versatile form factor - small footprint, packaging options to withstand environmental conditions
- Large installed infrastructure - 1,9b* NFC phones, large and growing UHF reader base
- Transponder production is industrialized

The product becomes the datacloud



Authentic Unified Data



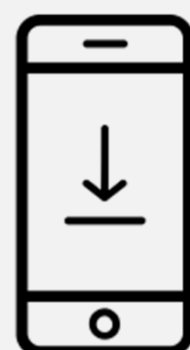
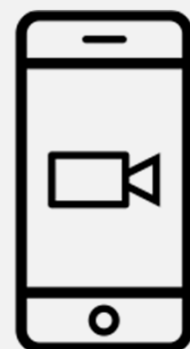
connect



control



context





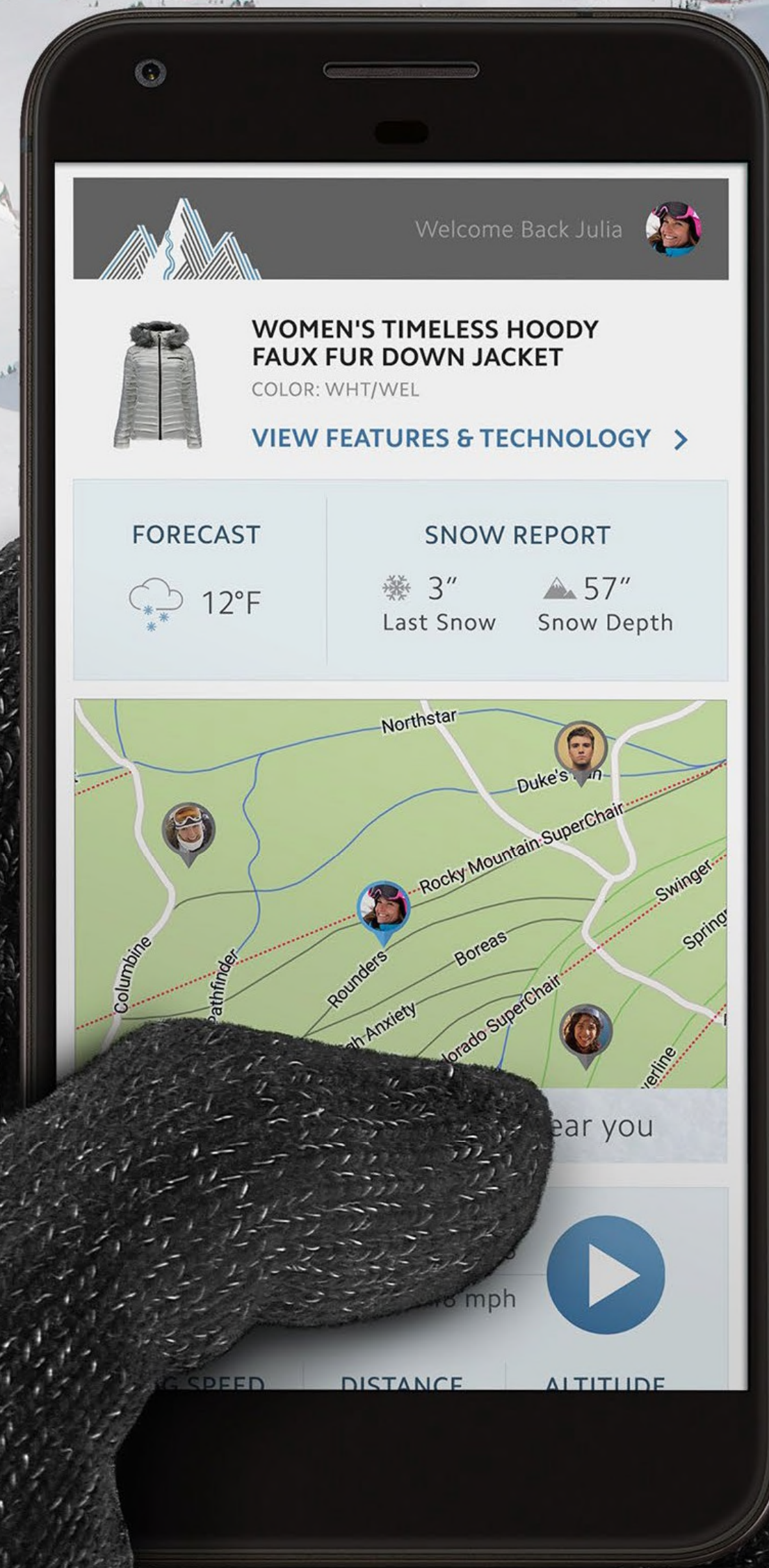
ultra boost





Leveraging Data

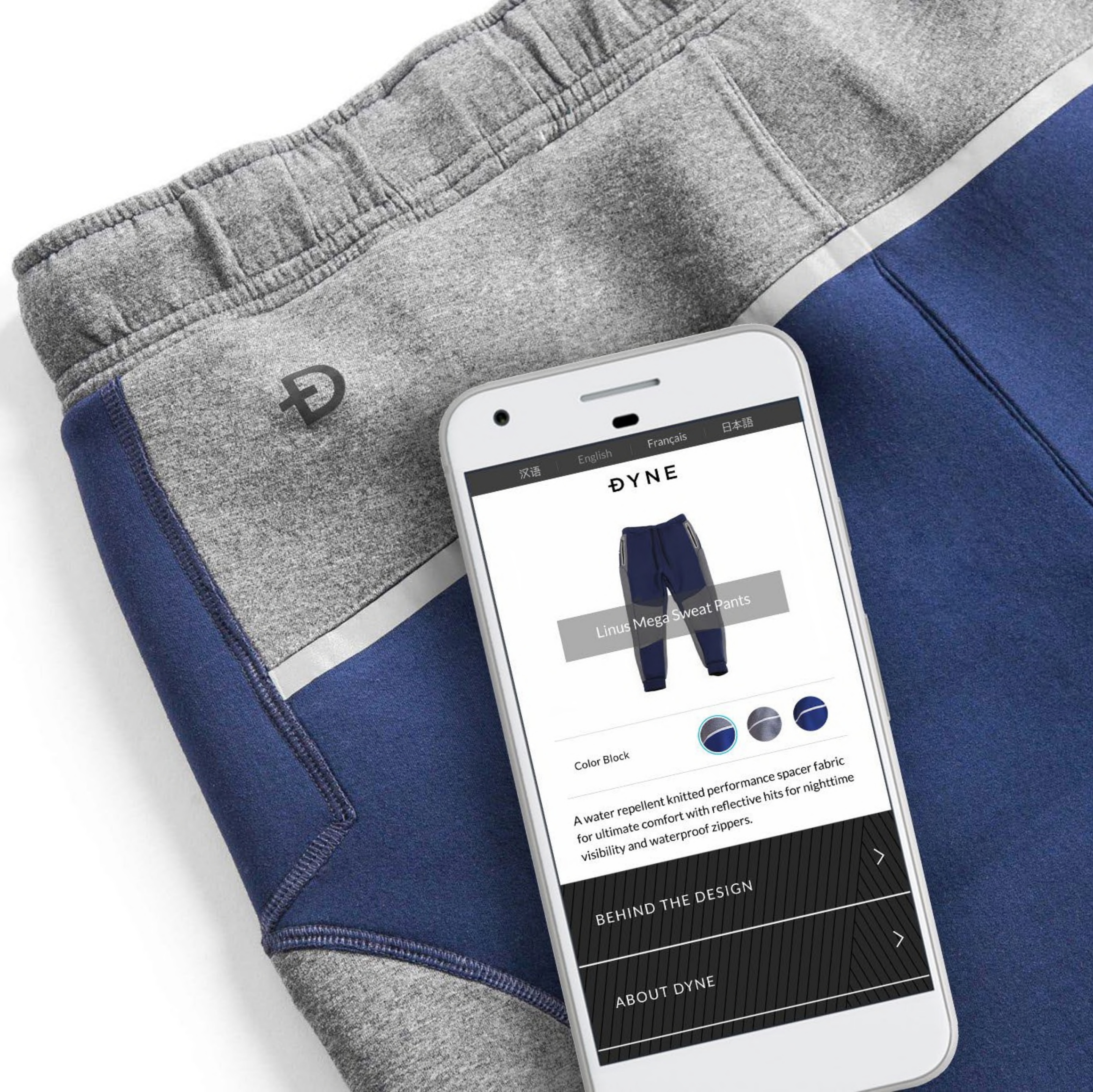
Deliver dynamic user experiences by making use of real-world data



DYNE

DYNE is a US-based, luxury men's sportswear company currently sold online and through high-end retailers globally.

DYNE is here to empower a new transition for global apparel, created for the liminal world, and the demands of modern life.






audience

Customer
In Store

Employee
In Store

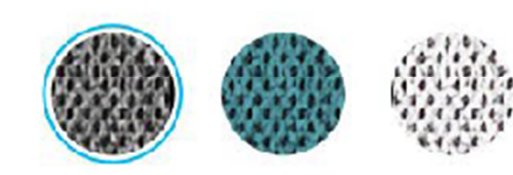
汉语 | English | Français | 日本語

DYNE



Giga Knit Hoodie

Dark Grey



Full zip hoodie with water repellent fabrication, storm flap hood, and waterproof zippers placed under arm eyelets for breathability.


BEHIND THE DESIGN >

ABOUT DYNE >



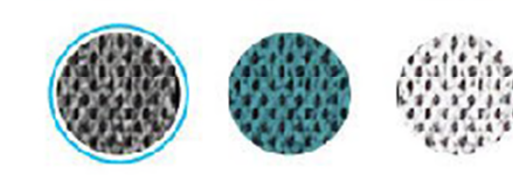
汉语 | English | Français | 日本語

DYNE



Giga Knit Hoodie

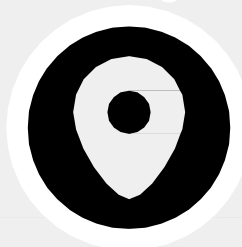
Dark Grey
Dark Grey



In-Stock **(3)** XLs

S	4
M	6
L	2
XL	3

Full zip hoodie with water repellent fabrication, storm flap hood, and waterproof zippers placed under arm eyelets for breathability.



location



time



weather

New York City

10:30am

汉语 | English | Français | 日本語

DYNE

You've Tapped:
Roemer Paneled
Long Sleeve



Current Weather:
Heavy snow fall - Low wind

13°F



Check Your Closet:

Tera Heritage Crewneck

- WIND AND WATERPROOF
- WATER AND MUD REPELLENT
- ABRASION AND TEAR RESISTANT



Linus Mega Sweat Pants



汉语 | English | Français | 日本語

DYNE

您已经点击:
Roemter 拼
接长袖



现在的天气:
多云

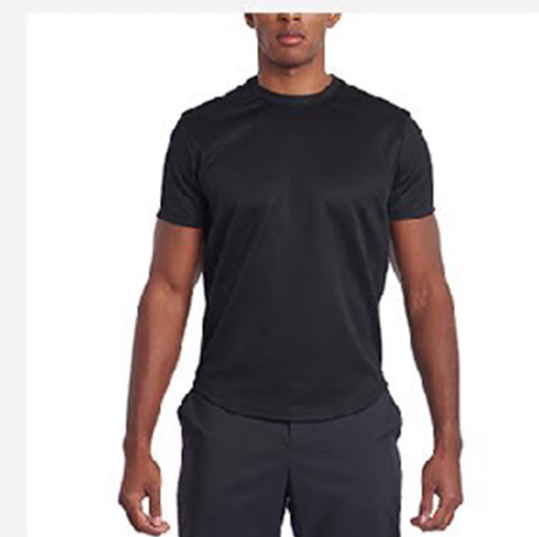
20°C



检查您的衣橱

Dalton 短袖

- 防风 and 防水
- 耐磨损 and 耐撕裂
- 防风 and 防水



Napier 挡风 针织短裤



Hong Kong

11:30pm

Insight

Brand Benefits



Customer Insight



CRM Capture



Impact & Monitor Net Promoter score



Item Traceability



Customer Journey

User Benefits



Physical Products as Digital Experiences



Dynamic Content

Not a video



Dynamic Interactions



Authenticity

Deals in a phone



Loyalty Sign-ups

Secure Access, Secure User Information and Product Compatibility



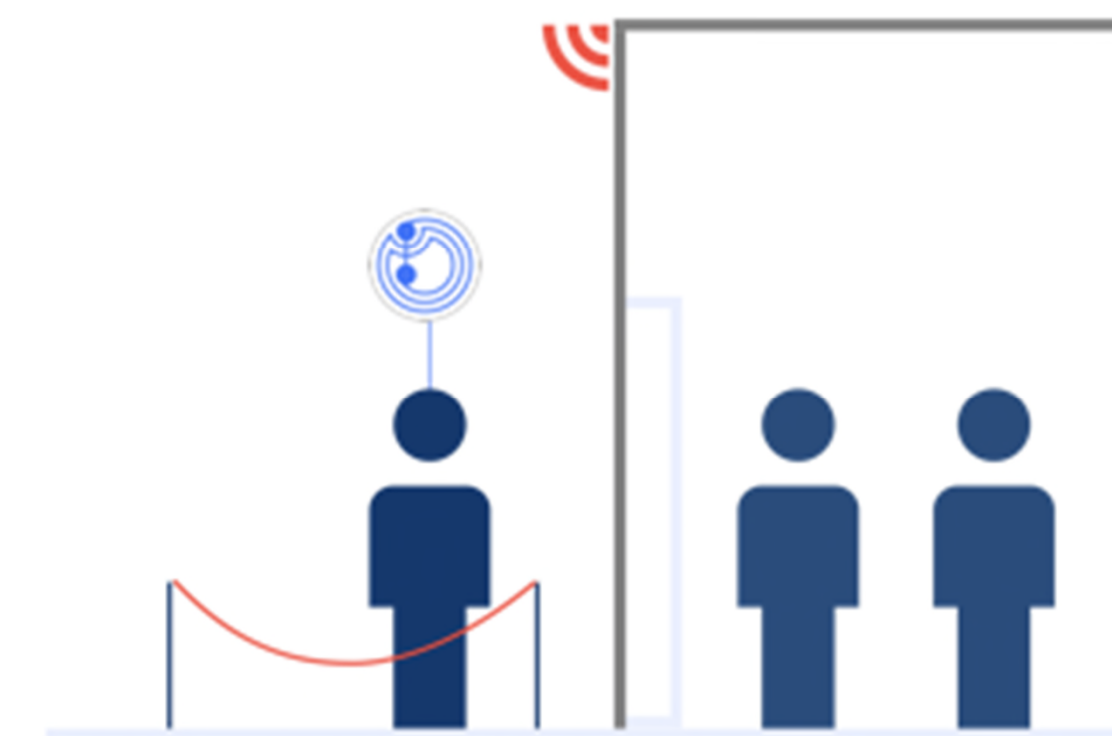
Rx Verification
Allow Pharmaceutical professionals to verify the authenticity, provide user info, and compatibility related to their prescriptions



Equipment Security
Allow Laboratory and Healthcare professionals to verify equipment usage and product inventory.



Electronic Visit Verification
Allow healthcare professionals to verify visits and well as the identification of patients.

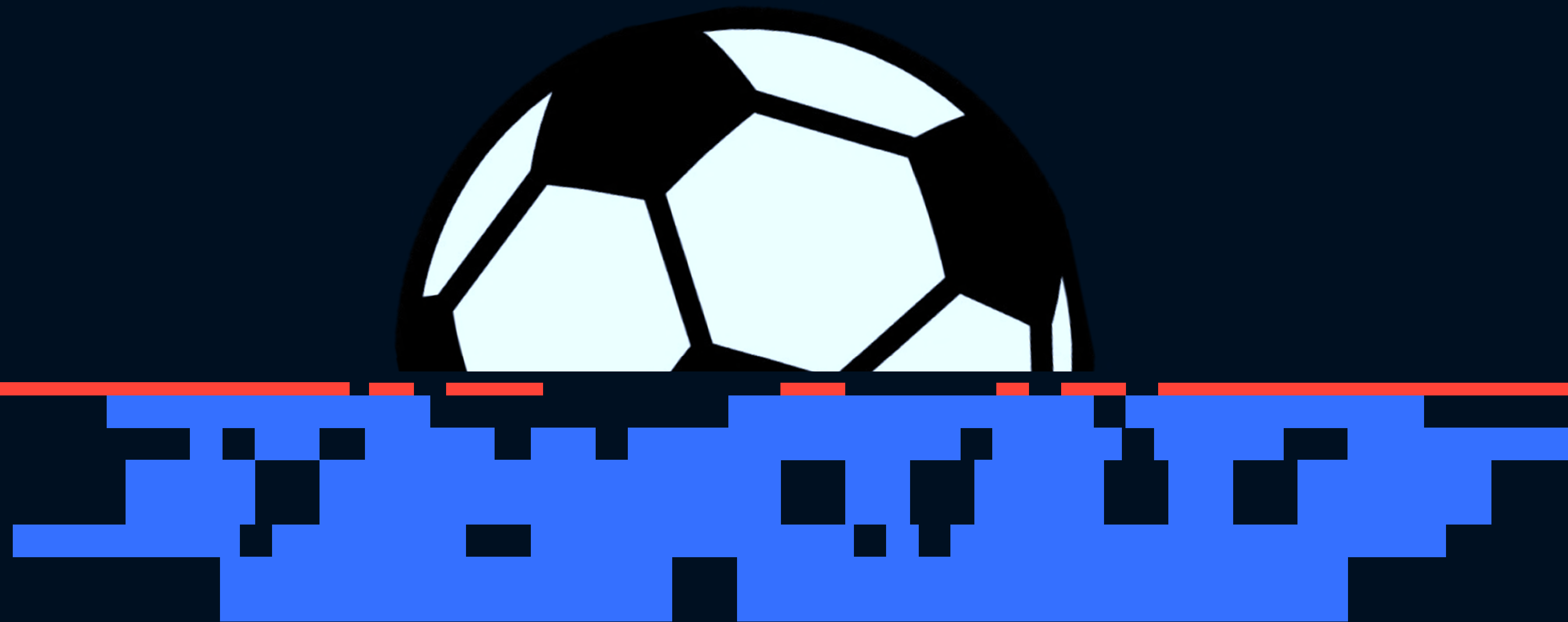


Time and VIP Attendance
Simplify managing employee work hours or verify attendance at exclusive events and venues.



0:45

Vitamix



This is digitization.
From the ground up.

We're Smartrac.

And we digitize your products, so you can
digitize your business.

Scott Krynock

Director, Product Marketing

Scott.Krynock@Smartrac-group.com

+1.919.271.8661