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PRESS RELEASE

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NFC21 at Print & Digital Convention 2023

NFC21 GmbH (NFC21), which specialises in NFC-based solutions, is once again taking part as an exhibitor at PRINT & DIGITAL CONVENTION on 15 and 16 May in Düsseldorf and is once again involved in a highlight project. The congress fair, which is now regarded as a meeting point for the industry, focuses on practical digital, cross-media and online solutions for the printing industry. NFC21 will demonstrate the holistic added value of near field communication (NFC) as a digitalisation driver and as a media bridge between print and digital.

From classic print products to innovative marketing presences or products to industrial optimisation and inventory processes: NFC technology offers many advantages - both for B2B and B2C - and is currently gaining more and more importance in the environment of digitalisation and modernisation processes. With NFC, a lot of information can be retrieved quickly and easily by scanning (with a smartphone) and the technology can thus be used in many areas of companies - also in the printing industry.

"We are pleased to be at the Print & Digital Convention again this year as an exhibitor and speaker and to complement the trade fair with our holistic corporate approach to NFC technology. At our 'PDC premiere' last year, in addition to the professional organisation of the event, we were particularly impressed by the really pleasant atmosphere of the exhibitor community," says Werner Gaulke-Sedlak, Technical Managing Director of NFC21. "My presentation this year focuses on how NFC, as a flexibly applicable digitalisation technology, can help companies to streamline processes and become more efficient and remain competitive through these optimisations."



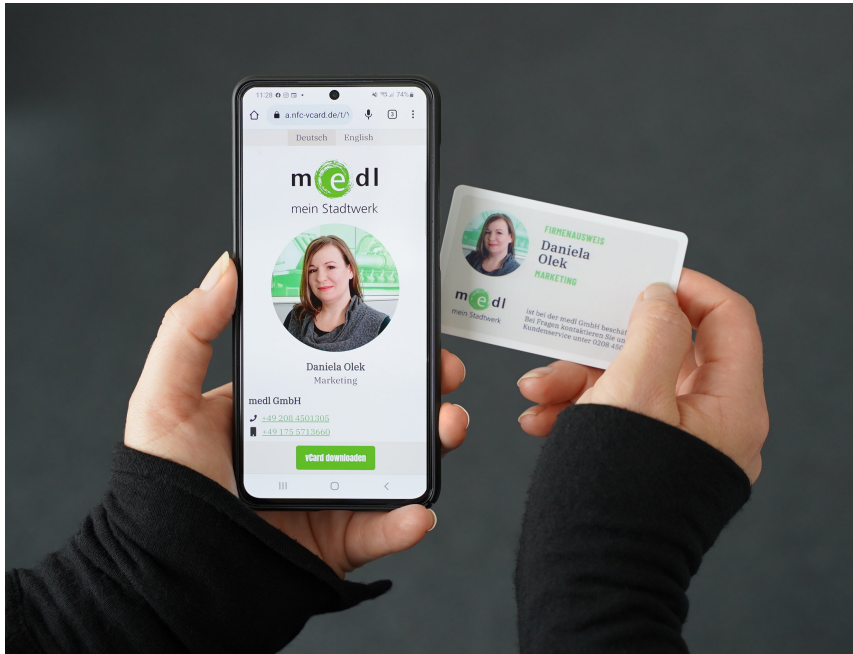
Abb.1: Werner Gaulke-Sedlak, NFC21's CTO

*Panel presentation:
"Streamlining processes
and breaking down
barriers with NFC", 16 May
2023 at 11:30 a.m.*

Multifunctional NFC-vCard

The NFC-vCard has been part of the NFC21 range for 10 years. It is more than just a digital alternative to the classic business card, because with a simple short smartphone scan you can access comprehensive and up-to-date data at any time. As a digital business card with an integrated NFC chip, it is used in many companies as part of the digitisation strategy - sometimes with and sometimes without an additionally printed QR code. In addition, the card can be supplemented with many other functions and thus becomes a multifunctional NFC vCard. In practice, companies add the following functions to the card, for example, so that employees only use one card for all purposes:

- Employee ID card
- Door opener
- Working time recording
- Start print job
- Unlock wallbox



*Fig. 2:
Multifunctional
NFC-vCard of
medl as a
customer
example*

The functions are as individual as the customers and are constantly evolving. NFC provides advice and support throughout the entire selection, programming and implementation process. NFC21 also provides additional support in the selection of the required compatible devices (e.g. locking systems) in order to accompany the process holistically and to provide customers with comprehensive advice.

Highlight project 4-1: "PRINT & DIGITAL CONVENTION Invitation campaign".

In the cross-media invitation campaign for the Print & Digital Convention 2023 by partners fmp, grunewald, locr and NFC21, 8,000 potential visitors receive an individualised self-mailer in cross format. This contains the name of the contact person on the front page, a personalised route map with travel time to the event location and the actual key element of the invitation mailing: an insert on which an NFC chip from NFC21 is integrated. This digital touchpoint - in the truest sense of the word - takes the mailing recipients directly to their own landing page (NFC URL, see Fig. 5 below) with just a short smartphone scan, where they

can choose from numerous promotions related to the Print & Digital Convention - including, among other things, the option to order a personalised layflat notebook with integrated NFC vCard from NFC21.



Fig. 3: Cross mailing with NFC sticker on insert

NFC URL: The customer-friendly way to relevant content

[NFC-URL](#) offers an optimised link to the content desired and relevant by the company: via a simple smartphone scan of an NFC tag or QR code. Customers are thus directed to a single, digital place where all the information relevant to them is provided - structured, efficient, sustainable and modifiable by the client at any time. NFC-URL is a separate landing page that convinces with an appealing, clear tile design and guides the end customer directly to the desired and relevant content. Simple forwarding is also possible. The administration is done via an online portal and the content can be adapted in real time at any time.

The "NFC-URL" product is not only interesting for the printing industry, but in principle for all companies and industries that want to expand their corporate image, their customer advisory service or the stationary specialised trade with a digital touchpoint and thus offer a special customer service.

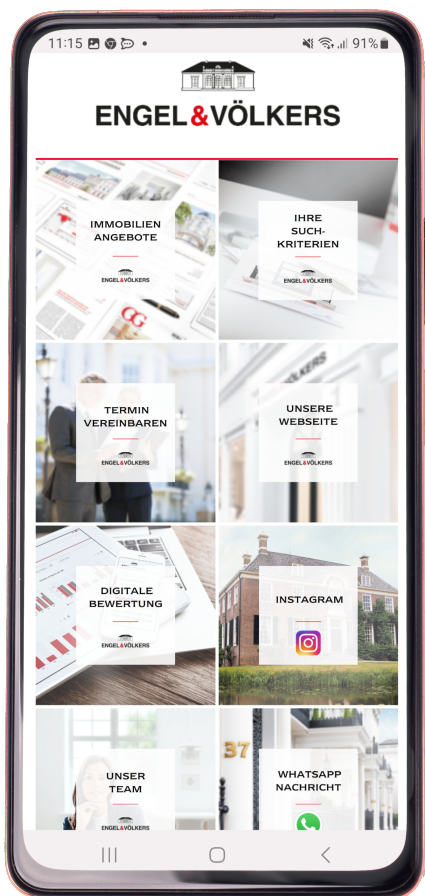


Fig. 4: Customer example of the NFC URL from Engel & Völkers

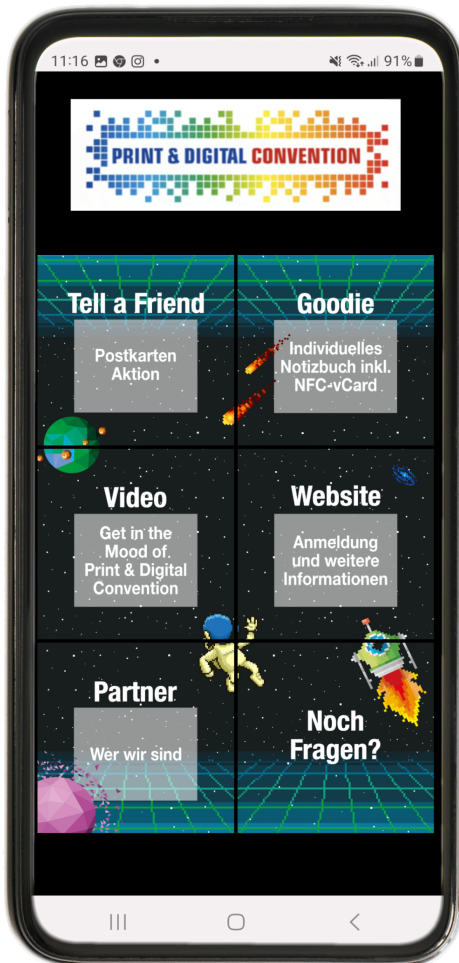


Fig. 5: The landing page of the Print & Digital Convention 2023 has also been implemented with NFC URL: if you scan the NFC sticker in the cross mailing, you get to the visually appealing preparation of the relevant content (Highlight project 4-1).

At **booth no. A17**, the NFC21 team is looking forward to many interesting conversations, new contacts and a creative and exciting exchange.

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About NFC21 GmbH

NFC21 offers NFC-based solutions from a single source and is one of the leading providers of NFC products and software solutions thanks to this holistic corporate approach. Both areas go hand in hand in order to be able to accompany projects in every phase.

The online shop offers an extensive range of NFC products with high availability and fast delivery times, right through to individually manufactured products, complemented by personal advice on product identification. Complementary, NFC21 develops and operates web-based software solutions that use NFC to realise intelligent value-added services.

For more information on NFC smart products and services, visit www.nfc21.de.