

enlighten^{'''}
See me. Like me. Engage me. Enlighten me.



What is NFC?

Near Field Communication (NFC) technology is the next big thing in interactive communication. It has the power to change the way people navigate and interact with you, your brand and your marketing campaigns; the opportunities for powerful proximity marketing campaigns are limitless.

This is true communication with a twist. It is entirely contactless technology and the only thing between your message and the people you want to read it is an NFC enabled smartphone.

NFC technology uses radio waves over short distances to connect smart posters with smartphones and download everything from the tiny NFC chip or 'tag' in the poster with just a swipe. Packed inside that tiny NFC tag lies a wealth of

information, from your contact details and website URL to special offers and social media resources. And, because smart posters work in 'passive' mode, the tag generates the radio field energy and won't drain mobile phones that are receiving the signal. Smartphones can even read smart poster NFC tags when they're turned off.

The possibilities for NFC technology are endless. Contactless electronic payments have already made the news and look set to unleash far-reaching NFC applications for ingenious information delivery within retail and leisure sectors in the near future.

But right now, NFC smart posters are here and they bring unique marketing solutions for every organisation that has a message to share.



Smart poster displays that demand attention

Enlighten is next generation smart poster display signage and it's here now.

Enlighten harnesses the power of NFC technology in a revolutionary and ultra stylish smart poster display system that sells products, delivers messages and directs people, instinctively.

The secret lies in a tiny NFC chip or 'tag' that's embedded within the Enlighten smart poster system. Emitting a low-powered radio signal that interacts with any NFC enabled mobile phones, Enlighten transmits data from the poster to the phone with a single swipe in seconds.

Enlighten displays backlit media beautifully within a sustainable composite frame that's embedded with rare earth magnets and covered with an edge-to-edge acrylic face that looks and feels like glass. Enlighten is energy-efficient too; its ultra-bright, low voltage LED lighting illuminates powerfully and has a warranted life of 50,000 hours.

Available in illuminated and non-illuminated versions, Enlighten is available in standard A series paper sizes from A5 to A1. A black or white mount is available as standard with branded or customer colour mounts available to order.

The Enlighten smart poster system is perfect for interior displays and an external version is currently in production to be launched shortly. At just 18mm thick, Enlighten sits neatly, flush to the wall with no visible frame or fixings and can be suspended from ceilings for a truly striking impact that demands attention.

enlighten

powered by AVERY DENNISON
posters pending

Engage with Enlighten

Social media and other online communities can play a huge part in the world of Enlighten. Use it to make your sales campaigns more accessible, more exciting and full of inspirational offers. Enlighten sales campaigns are easy to launch and a cinch to update when it's time for a fresh approach.



Tag that URL!

Tag your URL and a single swipe will launch a website, a blog, a page of special offers, news and updates. No typing, no upload errors, no bad URLs, no problem.



eWallet

Make it easier for buyers to buy into your campaign with a digital eWallet that takes care of the transaction, quickly, discreetly, securely. No forms, no cards, no fuss.



Voucher

Tag discount vouchers to help your customers make the most of those deals. One swipe and a coupon will transmit the discount, the deal and the appeal with instant money-saving incentives!



Facebook

Potentially your most dynamic resource, your customers can 'like' your Facebook page and use it to spread the word about you on their news feeds with clever tagging and Places that'll help them check into your location.



Twitter

Your followers are truly vocal. Give them the news they need and the special offers they love and they'll share them with the global Twitter community via a feed frenzy that could reach millions.



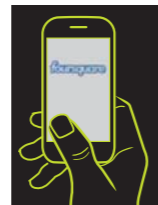
LinkedIn

Business is business. Keep your contacts close and your campaigns closer to the worldwide LinkedIn community who'll share your news, discuss it in groups and keep everyone talking.



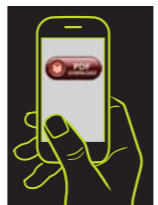
vCards

vCards are the standard file format for electronic business cards. Use programmed vCards to transfer all your contact details to a smart phone with a single swipe.



Foursquare

Twitter and Facebook post check-in updates on your customers' feeds to help you interact in real time and monitor their movements so you can plan your campaigns accordingly.



PDF Download

Information hungry? Download in a pdf file the latest product information, wayfinding, exhibit details, timetable or menu. Enough information to feast your eyes.

Some of the engaging ways you can communicate with your customers.



enlighten

powered by **AVERY DENNISON**
patents pending

Pricing

Enlighten is available in a wide range of sizes and finishes to meet every application, style, brand and budget. If you have more specialist requirements, please contact us.

Specification

Available in standard A series paper sizes from A5 to A1, in both illuminated and non-illuminated, portrait or landscape displays. A black or white mount is available as standard and can be tailored to match a corporate colour scheme and branded to order.

Just 18mm thick, Enlighten sits neatly, flush to the wall with no visible frame or fixings and can be suspended with a low voltage cable tension system.

Enlighten is perfect for interior displays and an external IP 67 rated version will soon be available.

Energy efficient LED illumination

Enlighten is energy-efficient too; its ultra-bright, low voltage LED light sheet illuminates with outstanding energy efficiency that qualifies for ECA (Enhanced Capital Allowances). Companies can reduce both corporation tax and carbon footprint simultaneously.

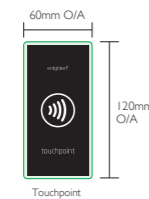
Enlighten's energy efficient LED illumination has a warranted life of 50,000 hours.

Touchpoints

Enlighten touchpoints feature the same NFC technology and are suitable for Tap & Touch applications where space is limited for a poster display but engagement is required - i.e. for checkpoints on a security guard route or interactive trail in a theme park.

The Enlighten touchpoint measures just 60mm x 120mm and is manufactured from 3mm thick reverse printed acrylic. Touchpoints can be bonded to the inside of a shop window for customer engagement - 24/7.

Standard 'A' size display range



FAQs

How does NFC work?

The beauty of NFC technology lies in its ease of use. Think of a smart poster tag as an invisible barcode; a smart phone swipes and the information in the tag is transmitted to the phone in seconds.

Can you use NFC with no mobile signal?

Any NFC enabled phone can engage with a tag to provide a compelling user experience. Enlighten Me works everywhere, including the underground. We've developed a smart function enabling engagement for when no mobile signal is available.

How do I update the information on my NFC tag?

You'll be supplied with a pack of NFC tags that you can programme with the information you want your smart poster to transmit. When it's time to launch a new campaign or special offer voucher, just programme a new tag, insert it into the smart poster and the message is ready to share.

How is Enlighten powered?

The Enlighten illuminated smart poster system is powered by a single low voltage source. Plug and play just got incredibly dynamic!

For more answers visit our website www.smartposter.co

enlighten

powered by AVERY DENNISON
posters pending

Enlighten Me

Partnering with Zappit

Our strategic service provider for the Enlighten Me Campaign Management and Data (CMD) solution is Zappit - the leading QR code and NFC campaign management platform for business. It has been created by Marketing professionals, for Marketing professionals. Enlighten Me comprises two integral services, it is quick to manage and simple to implement:

Campaign Management - A selection of tools specifically designed to create engaging experiences for your customers. There are three fully customisable features that make up each Enlighten Me campaign:

- Dynamic URL - *Where the user goes*
- Mobile Web Page - *What the user sees*
- Engagement Email - *What the user takes with them*

The customer experience will determine which campaign features you use.

Accurate Analytics & data - Up-to-the-minute engagement analytics in the form of a dashboard displaying real-time activity and customer information.

For too long campaign managers have not had transparency on who exactly they are reaching using the traditional, offline format.

Things are about to change...

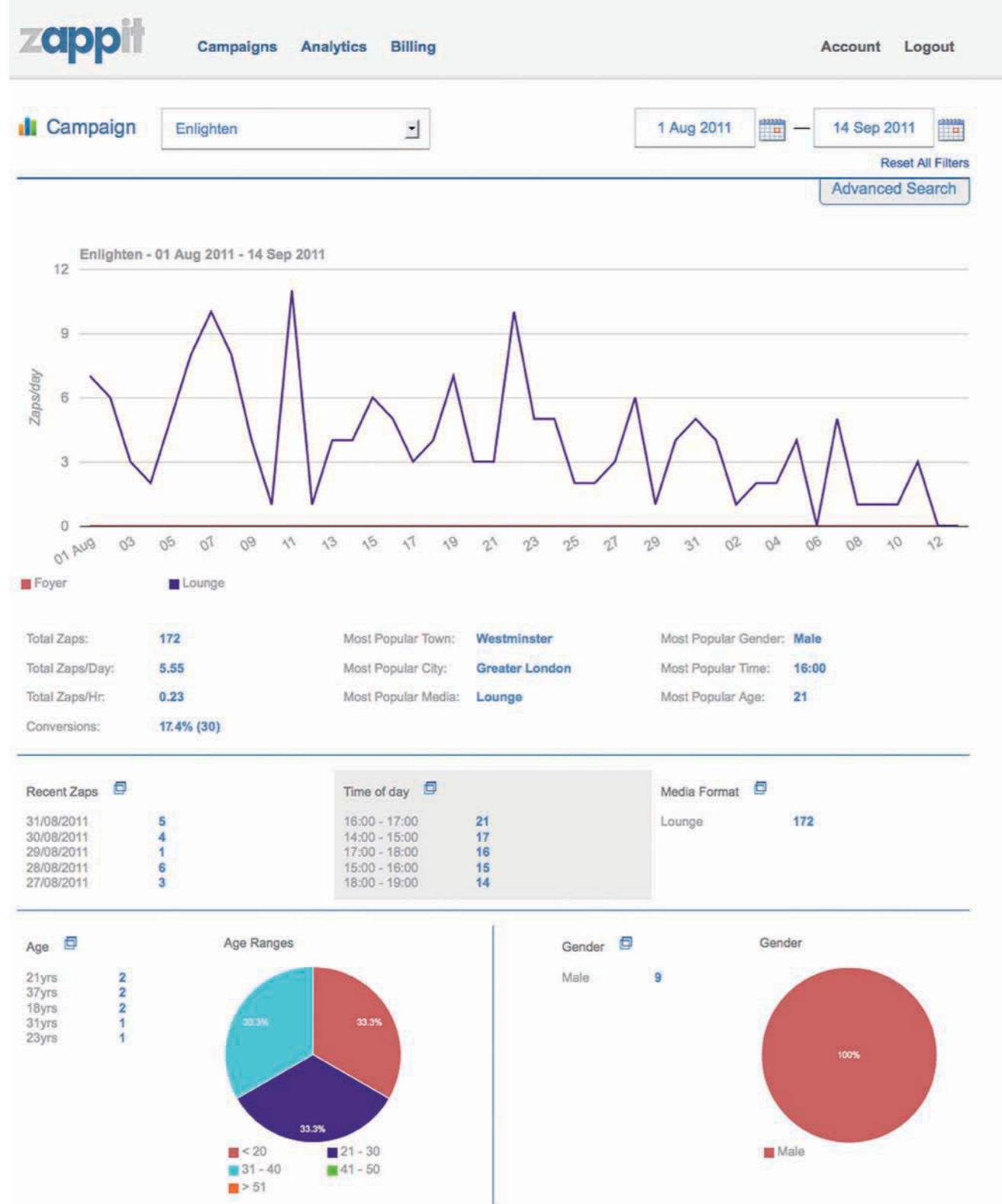
Full & Immediate Reporting

With the revolutionary technology behind our analytics we are able to provide you full and immediate reports on your campaigns and allow you to see when and where your customers have engaged and how you have 'enlightened' them. Your analytics can be viewed via a secure, online back-office that is accessible on the www.zappit.co website.

The data we capture for every engagement includes -

1. Time & Date
2. The Location
3. Mobile Device Information
4. Age & Gender
5. Customer Contact Information

If you need clear, concise and accountable information on your customers and how they are engaging with your business, you need look no further than Zappit and our services that make the Enlighten smart poster a future-proof investment.



Location data might not be displayed for up to an hour

Countries	Cities	Towns	Devices	Device O/S
GB: 166	Greater London: 37	Westminster: 36	iPhone: 59	IPHONE 4.3.3: 23
US: 2	Nottingham: 22	Nottingham: 22	HTC: 24	ANDROID 2.3.3: 22
IS: 1	Hampshire: 11	Havant: 9	Generic Mobile: 24	ANDROID 2.2.1: 20
ZA: 1	Birmingham: 8	Edgbaston: 8	Sony Ericsson: 22	IPHONE 4.3.5: 20
DE: 1	Gt Man: 7	Manchester: 7	BlackBerry: 19	BLACKBERRY: 19

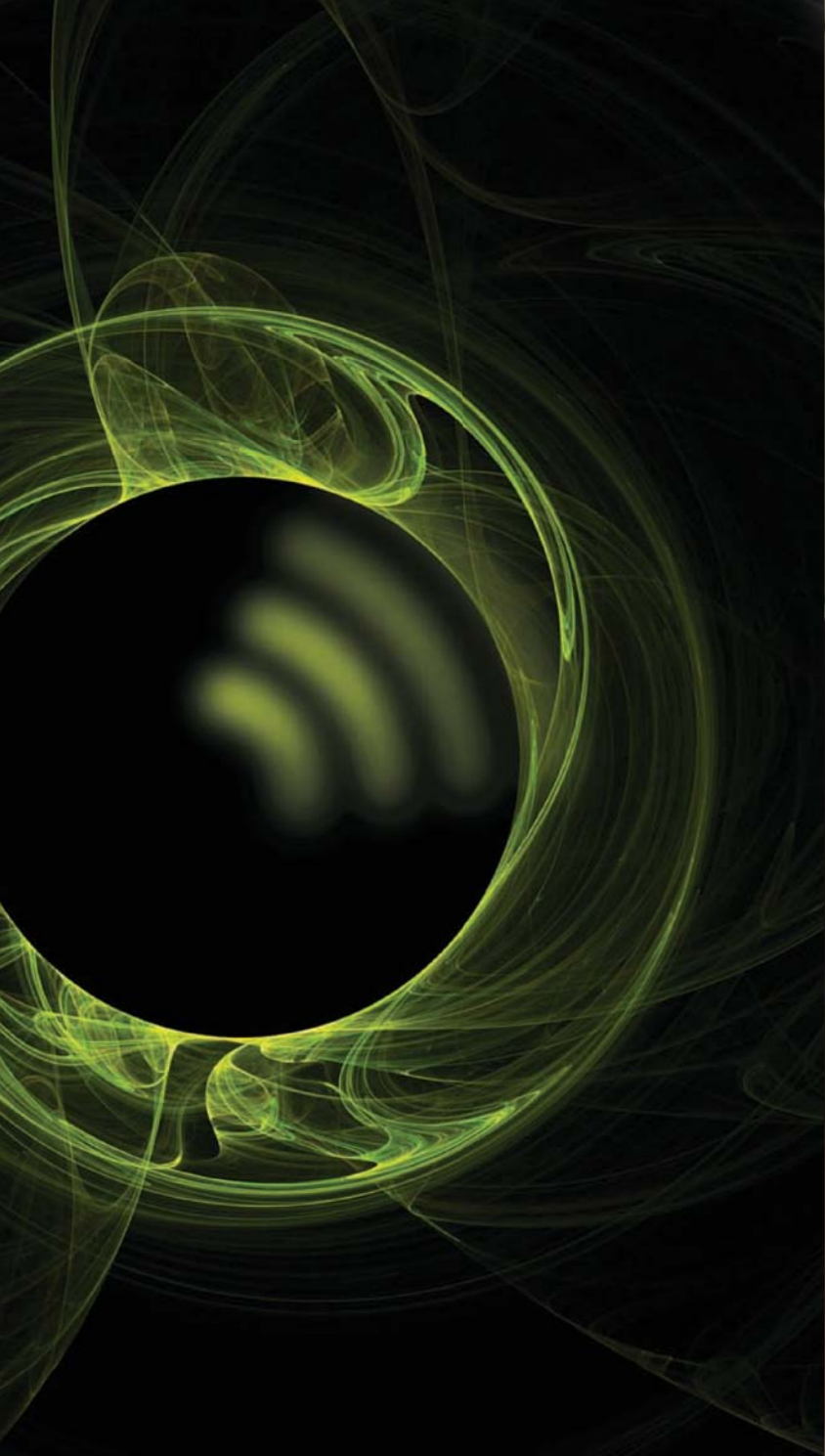
Opt-in Users | View Users




A mobile landing page generated on zappit



A data capture form generated on zappit



enlighten[®]

powered by  **AVERY DENNISON**
Smart Poster

Signbox Limited

Unit 3
Egham Business Village
Crabtree Road
Egham
Surrey
TW20 8RB


t +44 (0)1784 438688
t +44 (0)1784 471694
info@smartposter.co
www.smartposter.co



www.smartposter.co



enlighten[®]

powered by  **AVERY DENNISON**
SmartPoster

