

Connecting the physical and digital worlds

## Tap into the real world

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 link to a wealth of information from the tiny NFC chip or 'tag' on the poster. With a simple tap of your smartphone in close proximity to the tag, a range of engagements are possible. From contact details to website URL, loyalty vouchers, social media links, SMS texts to dialling a number - the digital world is your oyster.



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 the retail, leisure and travel sectors in the very near future. Everyone can benefit from NFC, through the integration of credit cards, travel tickets and mobile money in one device, consumers can pay for goods, redeem loyalty vouchers, board a plane and get directions with the wave of a smartphone.



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 brand loyalty and directs people, instinctively.

Enlighten displays backlit media beautifully within a sustainable frame that's embedded with rare earth magnets and covered with a lockable 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.

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. A patented security device only allows authorised, on-brand posters to illuminate and will detect a rogue tag at the point of engagement, with a visible intermittent flashing of the display.

Enlighten is designed to suit standard A series paper sizes from A5 to A1. A black or white mount is standard with branded colour mounts available to order.

Explore · share · redeem · purchase

The Enlighten smart poster system is perfect for interior displays, both illuminated and non-illuminated. An external version is available in wall mounted and freestanding monolith formats.



## Engage with Enlighten

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### Tag that URL!

Tag your URL and a single tap 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

Drive customer loyalty with discount vouchers to improve sales. One tap to collect a voucher or discount code to redeem at checkout.



### Facebook

Potentially your most dynamic resource, your customers can 'like' you on Facebook 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 so everyone knows where you are.



### 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.



### Contacts

A fast and convenient way to share contact information for your business. Call a number or SMS a helpdesk with just a single tap.



### 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.



### File Download

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

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

## Specification

Available to suit 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 standard and can be tailored to match a corporate colour or 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 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.

## Touchpoints

Enlighten touchpoints are suitable for Tap & Touch applications where space is limited for a poster display but engagement is required -



Smartstickers

i.e. for checkpoints on a security guards route, an interactive trail in a theme park or for calling a helpline in a lift car.

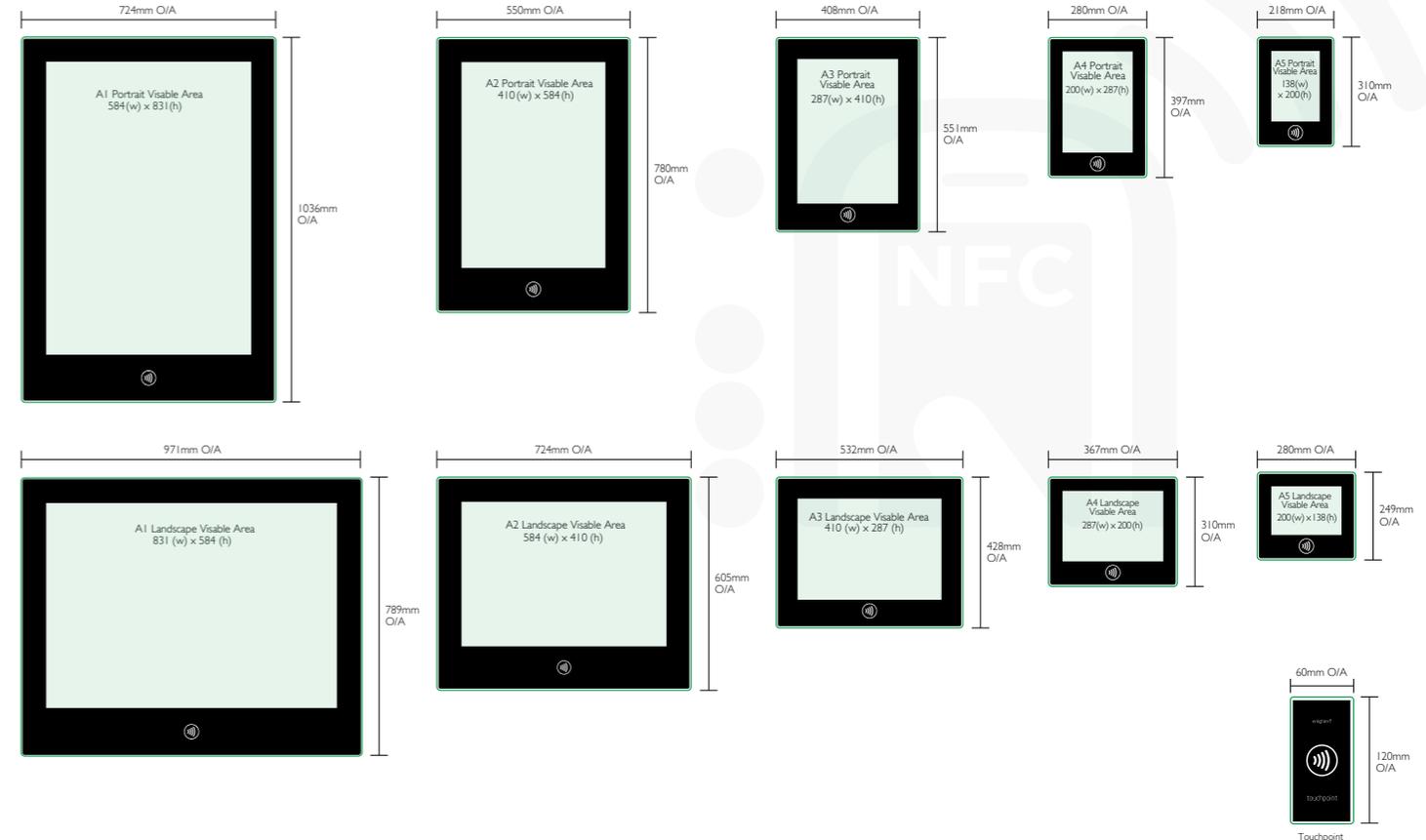
The Enlighten touchpoint measures just 60mm x 120mm and is printed on 3mm thick acrylic with an NFC tag applied to the reverse.

## Smartstickers

Smartstickers are a small and compact call-to-action, about the size of a beer mat, which incorporate an NFC tag. Primarily designed for window application, anyone with an NFC-enabled smartphone can engage with the sticker to book a table, call a cab or tap to buy - 24|7

Manufactured from a repositionable but durable polyester film onto which we can print any message, graphic or image, Smartstickers can be applied to the inside face of glass with no loss of range for Near Field Communication.

## Standard 'A' size display range



# Enlighten. Connecting the dots...

## 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 smartphone swipes and the information in the tag is transmitted to the phone in milli-seconds.

## Can you use NFC with no mobile signal?

Any NFC enabled phone can engage with a tag to provide a compelling user experience instantly, using the 4G/3G network or Wi-Fi. Just tap and go to browse at your leisure when next connected.

## How is Enlighten powered?

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

## Will NFC replace Quick Response codes?

In terms of marketing, NFC can be used in the same way as QR codes, it just makes things easier. However, a QR code requires an app to scan and involves focusing your phone's camera which is not a user friendly experience. With NFC, you can just tap your phone on a poster and instantly download a promotional voucher or link to a website URL.

For more information visit our website  
[www.smartposter.co](http://www.smartposter.co)

enlighten  
powered by Proxama



# Be enlightened with Proxama™

Proxama's TapPoint™ platform is an online campaign and voucher management system which enables brands, retailers and agencies to create NFC marketing campaigns.

## What NFC marketing campaigns can I create?

NFC marketing campaigns come in all shapes and sizes. TapPoint™ provides a way of creating the content for these campaigns and monitoring the results.

TapPoint™ is used to deliver:

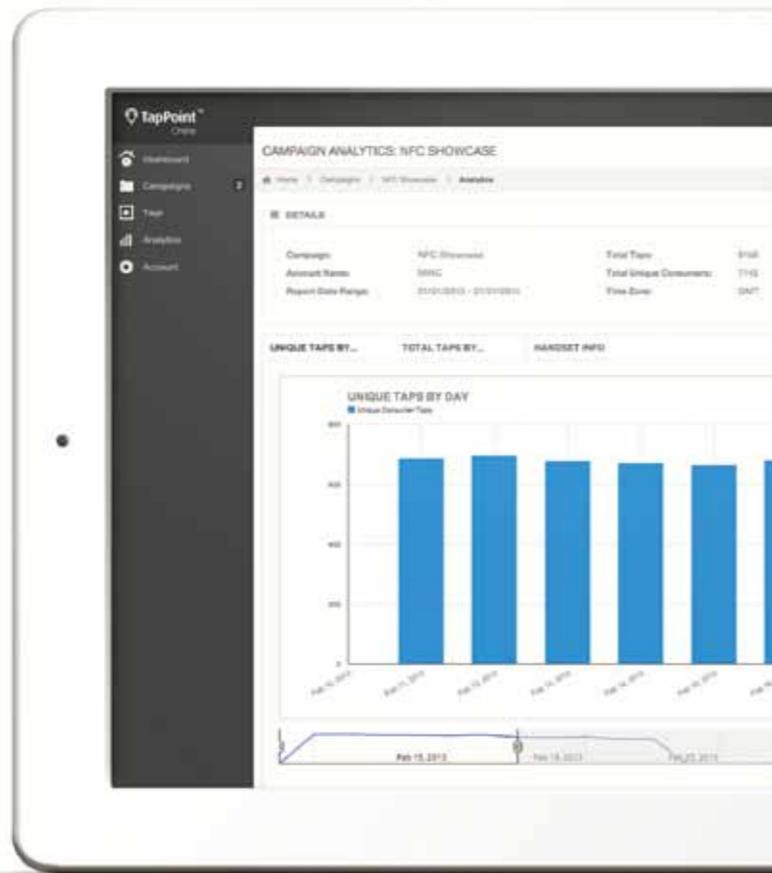
- Voucher collection and redemption
- Loyalty cards
- Video and audio downloads
- Product information (recipes, meal deals, price comparisons)
- Competitions and rewards
- Games
- App downloads
- Service information (timetables, showtimes)

TapPoint™ powered the first out-of-home NFC consumer marketing campaigns in both the UK and US, the largest NFC campaign in the UK for EAT. and Orange and the award-winning NFC voucher campaign for VOX cinemas and Nokia.

## TapPoint™ self-service

TapPoint™ provides simple wizard-based tools which allow users to quickly create and deploy NFC URL-based campaigns. For those who wish to create something more advanced, functionality is available to create more complex campaigns. TapPoint™ offers:

- Built-in NFC voucher and loyalty platform
- Consistent experience across mobile devices
- Location assignment to tags, providing detailed analytics
- Campaign reporting developed in collaboration with leading media agencies
- Integration with 3rd party CMS and reporting engines



## TapPoint™ Reporting

Proxama's TapPoint™ reporting functionality provides valuable insight and analytics into the success of NFC voucher, loyalty and URL marketing campaigns. A rich set of standard reports are available online and if further details are needed, raw data and analytics can be exported into Excel.

Standard reports available online include:

- Campaign summary
- Total taps
- Total taps by geolocation
- Total unique consumers by campaign
- Campaign interactions by hour
- Handset manufacturer, model and platform

Reporting capabilities are not limited to standard reports, TapPoint™ can generate custom reports that prove your return on investment.



enlighten<sup>™</sup>  
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