



Thinfilm NFC OpenSense™
for Beauty Products

Deliver personalized, relevant and dynamic content directly to your cosmetics customers pre- and post- purchase

Use Thinfilm's NFC OpenSense to give your cosmetics a digital identity that lasts the product's lifetime.

Cosmetics consumers rely on multiple channels before making a purchase. Paid, owned, or earned media builds product or brand awareness. Yet, a majority of cosmetic users prefer to see and sample new products in person before buying. Additional research may be done on-line.

Attributing which touch points along the journey influenced a buying decision is difficult to pinpoint—especially when there is not a direct link between the physical and digital world.

Thinfilm's solution bridges that gap. With the tap of a mobile phone to an NFC OpenSense tag, there is a direct line of communication between consumers and beauty products on the store shelf or on-the-go.

Unique IDs assigned to each NFC OpenSense tag create the perfect opportunity for one-to-one marketing. Shoppers get personalized content and brands gain more understanding of buyer behavior and persona.

Additionally, the thin, flexible tag provides elegant, non-obtrusive anti-counterfeit protection to individual bottles, jars or tubes.

Because NFC OpenSense tags detect either the factory "sealed" or "open" state of a container, it is possible to deliver content at any point in the buying cycle—even post-purchase.

At the point of sale, consumers learn about product ingredients or complementary products. Create a "Try-it-On" app to guide your customer through the journey. Post-purchase, send an expiration date notice and reorder reminder.

Allow loyal users to co-create the brand experience by sharing beauty tips and photos on social media channels accessed via the NFC OpenSense tag.



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Applications

Mobile Marketing Applications

- ▣ Engagement / loyalty building
- ▣ Cause marketing
- ▣ Physical-to-digital connectivity
- ▣ Offline-to-online campaigns
- ▣ Seed profiles of high-profile buyers
- ▣ Targeted one-to-one marketing
- ▣ Cross-sell / up-sell
- ▣ Anti-counterfeiting / grey market monitoring
- ▣ mCommerce

Consumer Facing Applications

- ▣ Product authenticity
- ▣ Product ingredients, lineage
- ▣ Multi-language capabilities
- ▣ Complementary products
- ▣ Refill reminders
- ▣ Video tutorials

Key Specifications

- ▣ 13.56 MHz High Frequency (HF) operation for compatibility with fixed and mobile NFC readers, from smartphones to industrial readers
- ▣ Supported by the latest NFC controllers from leading manufacturers
- ▣ 128-bit Read Only Memory (roadmap to 256 bits)
- ▣ Adheres to subset of ISO 14443 Type-A RFID standard
- ▣ 106 Kbit/sec data transfer, Manchester bit encoding and OOK load modulation at 847 kHz
- ▣ 16-bit CRC for data integrity and verification
- ▣ Highly efficient, streamlined Tag-Talks-First (TTF) technology enables faster reads for production line assembly or when implementing spot checks along the supply chain
- ▣ Can be combined with tamper evident adhesives and label facestocks to increase security for packaging applications

Features & Benefits

- ▣ The first NFC solution adopted by the World Customs Organization
- ▣ Tag senses the “sealed” or “open” state of a product or package
- ▣ Wirelessly transmits status information along with the tag’s globally unique identifier
- ▣ Can be connected to a secure database to track product lineage, provide analytics
- ▣ Passive operation; tag powers up when in an RF field and does not require a battery
- ▣ Thin, flexible form factor compatible with a wide range of elegant products and packages
- ▣ Secure consumer-facing or industrial product authentication
- ▣ Smart-phone readable, item level traceability
- ▣ To thwart cloning, tag memory is permanently encoded and cannot be electrically modified