

## **NFC business/presentation cards**

### **NFC BUSINESS CARDS**

In the age of technology, it's time to say goodbye to the outdated and often cumbersome practice of exchanging paper business cards. Digital business cards are the future of networking, offering a convenient and environmentally friendly way to share contact information.

#### **What is a NFC business card?**

The NFC business card contains a chip embedded in the card and invisible to the naked eye. When a smartphone (even in standby mode) passes within a few centimetres of this card containing the NFC chip, it is activated and automatically opens a URL. You determine the design and content of the URL.

#### **How does it work?**

- 1) Configuration: Tell us the URL that will be assigned to your NFC chip. The URL is not definitive and can be updated remotely.
- 2) Printing: Your cards are printed in High-Definition four-color process on one or both sides or laser engraved in the case of metal. The standard format is 84 x 55mm. The chip is invisible.
- 3) Connection is made simply by approaching an Android or Windows smartphone. (i.e. 80% of smartphones), even if it's on standby. It is also compatible with iPhones.
- 4) Statistics: number of connections, locations... you'll be able to track the performance of your NFC-connected business cards!

#### **Why opt for an NFC business card?**

The NFC business card is the innovative tool that will help you stand out from your competitors. Simply associate your URL with your NFC-connected chip. You'll be able to share your data in a matter of seconds. The undeniable advantage of the NFC chip is that if your data changes, you don't have to reprint your traditional business cards anymore - simply update the link on your chip with a few clicks.