



A versatile digital marketing engine that empowers brands to create, connect, and analyze



CNECT™ Cloud Platform

Leverage NFC mobile marketing technology to generate valuable consumer data and develop actionable insights

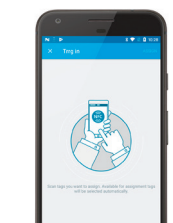
CNECT Cloud by Thinfilm is a proprietary software platform used by brand marketers and digital agencies to deploy, manage, and analyze NFC (near field communications) mobile marketing campaigns. In conjunction with Thinfilm's NFC tags – which are integrated with physical products and packaging – CNECT facilitates direct brand-to-consumer connections through the simple tap of a smartphone. This innovative mobile solution effectively bridges the gap between the physical and digital worlds. And it creates an entirely new marketing channel through which brands can deliver unique digital experiences, capture valuable consumer data, and gain actionable insights to improve campaign performance.

Brand marketers and digital agencies use CNECT to:

- **Store and manage all NFC tag IDs**
- **Deploy custom, consumer-focused campaigns** that deliver contextual content and unique digital experiences (video, brand story, promotions, loyalty program, instant re-order, etc.)
- **Build rules-based campaigns** based on tap sequence, time/schedule, and/or geography
- **Monitor real-time tap activity** relative to product name, source, tag ID, tag state, date, time, and geography
- **Analyze data and act on insights** to enhance campaign performance, strengthen consumer relationships, build loyalty, and drive product sales

CNECT Benefits

- **End-to-end solution**
- **Contextual campaigns, targeted content delivery**
- **Powerful and actionable consumer insights**
- **Secure, reliable, scalable platform**
- **CNECT Cloud API services and mobile SDK**





Global ecosystem for label conversion and tag integration services

Bring intelligence and connectivity to your products

Use CNECT™ Cloud in conjunction with Thinfilm's NFC tags to establish 1-to-1 customer connections and drive consumer engagement.

- Influence in-store purchase decisions
- Continue the brand/consumer dialogue at home or on the go
- Understand when and where consumers are interacting with products
- Create campaigns based on tap sequence, time, and/or geography
- Leverage physical products to drive web traffic and conversion
- Deliver ecommerce functionality to enable instant mobile re-ordering

Vertical Markets

- Wine, spirits, and craft beer
- Beverages
- Health and beauty
- Specialty foods
- Cosmetics
- Over-the-counter pharma
- Other consumer packaged goods (CPG, FMCG)

CONTACT SALES: +1 408 503 7300
sales@thinfilmNFC.com | [@thinfilmmemory](https://twitter.com/thinfilmmemory)



Thinfilm Electronics, Inc.

2581 Junction Ave.
 San Jose, California 95134

USA
 +1 408 503 7300

www.thinfilmNFC.com

Norway
 +47 22 42 45 00