

NFC Anti Counterfeit

Different aspect of anti counterfeit

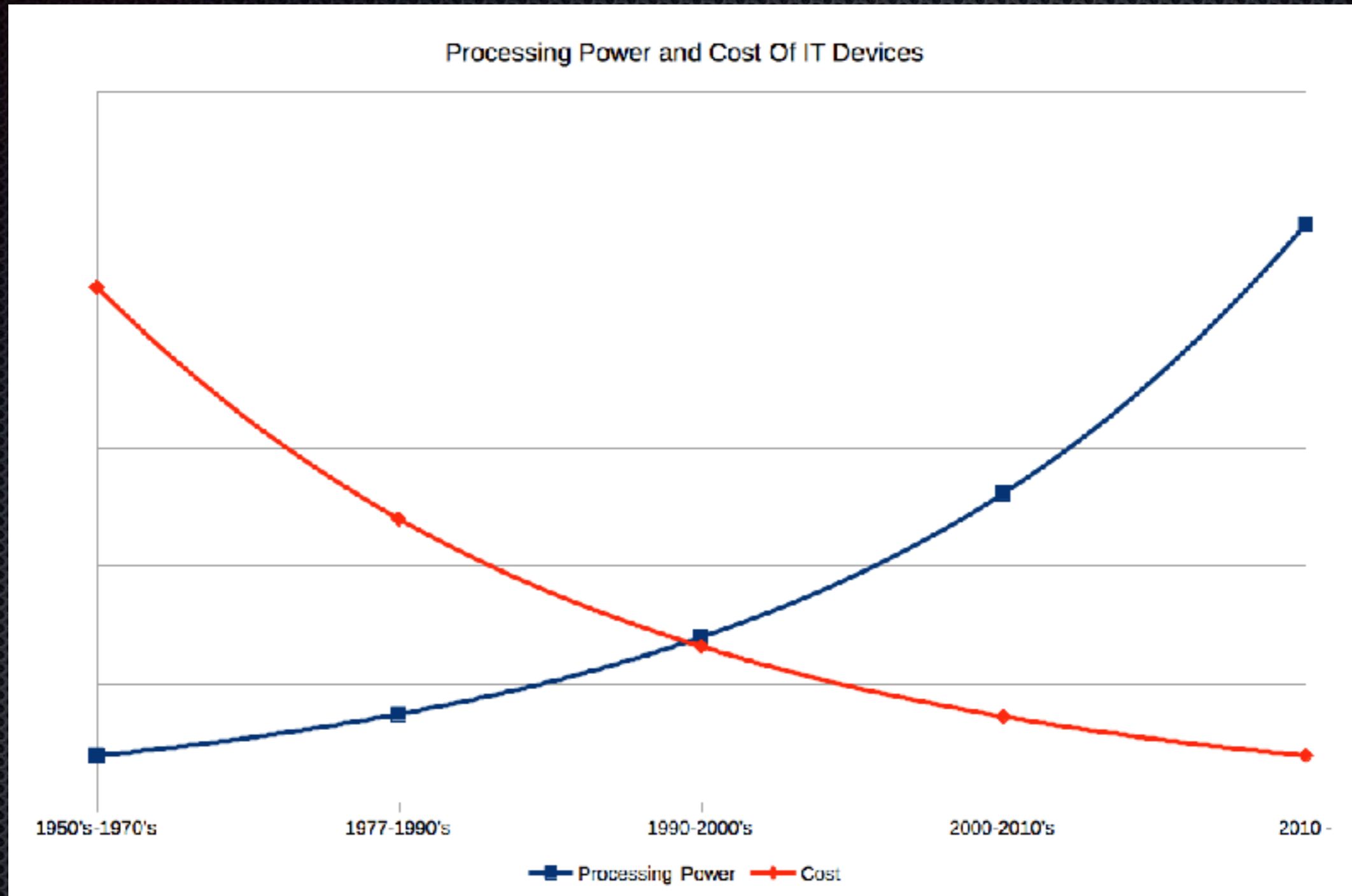
SMTRACK

Our Core Business

- Track & Trace solution provider
- Certified EPCIS Solutions
- RFID related solutions
 - * Warehouse management
 - * Inventory
 - * e-Money
 - * Asset Management
 - * etc

SMTRACK

Evolution of Information Technology





Mainframe



Personal Computer



Workgroup



Client Server

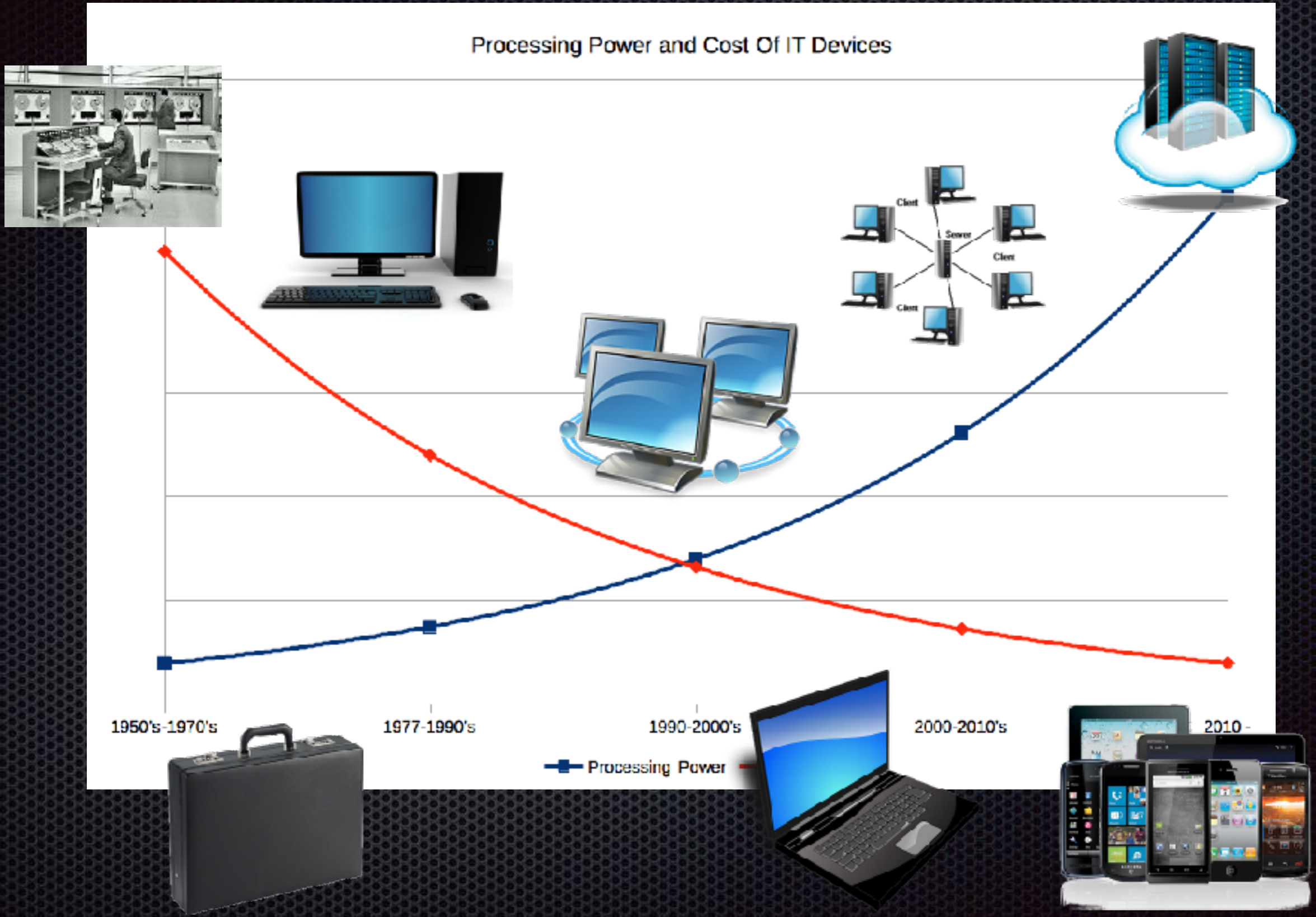


Cloud Computing

change of IT from 1950's to 2010's

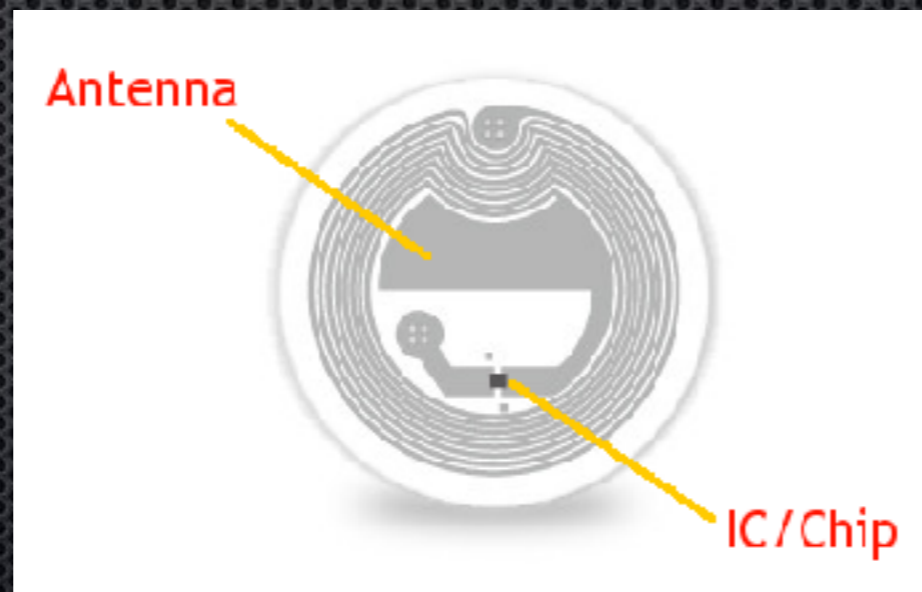


Evolution of Information Technology



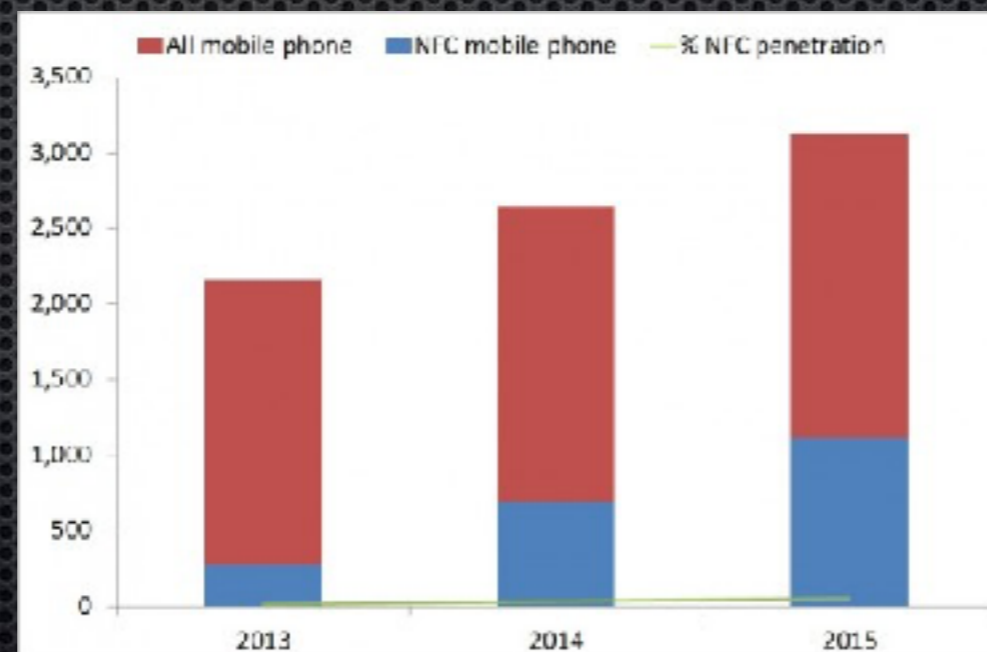
What and why NFC

- ✦ NFC - Near Field Communication
- ✦ Part of RFID which allow data sharing wirelessly.
- ✦ NFC Chip with unique ID for each tag
- ✦ With memory allow to encode data/information

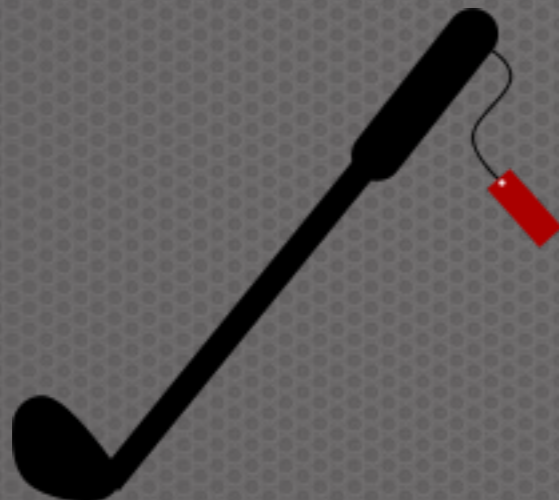


How to read NFC

- ✦ Using NFC Android phone
- ✦ NFC smartphone sales up 55% on year in 2015
- ✦ A report by Berg Insight, a research company from Sweden, predicted that NFC-enabled devices will have an annual growth rate of 87.8% by 2016 or roughly around 700 million units worldwide.



Possible Implementation



Advantages of using NFC

- ✦ Provide a bidirectional data flow
- ✦ Create a platform to collect customer data
- ✦ Extension for loyalty system
- ✦ Stepping stone for big data
- ✦ Serve as an advertisement path
- ✦ Enhance e-Commerce sales



Q & A

“Thank You”

-SMTrack Berhad

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