NFC Anti Counterfeit

Different aspect of anti counterfeit
Our Core Business

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

Processing Power and Cost Of IT Devices

- Processing Power
- Cost
change of IT from 1950’s to 2010’s
Evolution of Information Technology

Processing Power and Cost Of IT Devices

- 1950's-1970's
- 1977-1990's
- 1990-2000's
- 2000-2010's

- Processing Power

 Evolution over time of processing power and cost of IT devices.
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
“Thank You”

–SMTrack Berhad