

PHYGITAL TWINS

**Give Superpowers to your
Products**

YOUR PRODUCT



OUR SOLUTION

NFC

+

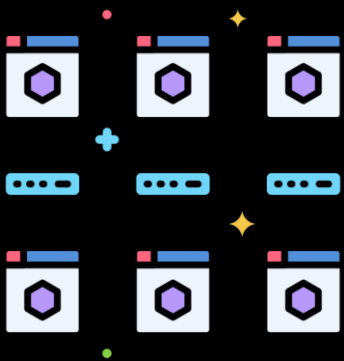
NFT

Enable 6 Superpowers



1. PRODUCT AUTHENTICATION

An encrypted NFC placed in your product, containing its characterizing data, is associated with an NFT digital twin written on the blockchain. Your customers, by simply approaching their smartphone, will activate the NFC+NFT which will certify that what they have in their hands is your original product.



2. GUARANTEED SCARCITY

The NFC+NFT contain the exact ID number of the single product, compared to the total scarcity produced. Creating limited editions has never been easier. Increase the exclusivity of your product in an unalterable and verifiable way.

3. THEFT PROOF



When selling from an online or physical channel, the product is associated with the first Owner. Only he can transfer ownership in a future resale. If a thief steals the product, he won't find a buyer willing to buy it. Every person, even the Police, with a smartphone near the product, can verify its ownership or if it has been stolen.

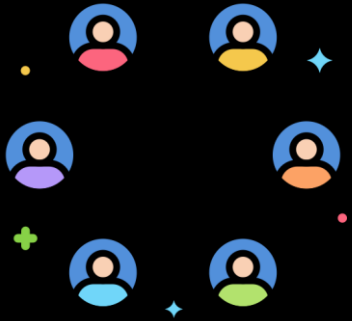
4. NEW BIG DATA



You can now follow the secondary market of your products, geographically and quantitatively. Wherever it happens, the change of ownership will take place in one place.

Your new platform, integrated with your CRM.

5. ADVANCED MARKETING



Take your Marketing to an amazing new level. Create personalized offers for your customers based on newly collected data. Your physical product will communicate them digitally for you. A simple smartphone to activate dedicated NFC+NFT landing pages. Now your products can speak to your customers. With your voice.

6. GAMIFICATION



Turn your Community into a Tribe. Your Fans in Participants. Your Customers in Ambassadors. Your physical product in an access tool to digitally engage your people, as an enabler for special events, games or loyalty programs for your most active customers. Use the logic of collecting to create new phygital experiences.

Ready for the Future?

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