# Imprim Luxe



# **INTERNET of THINGS enabler**

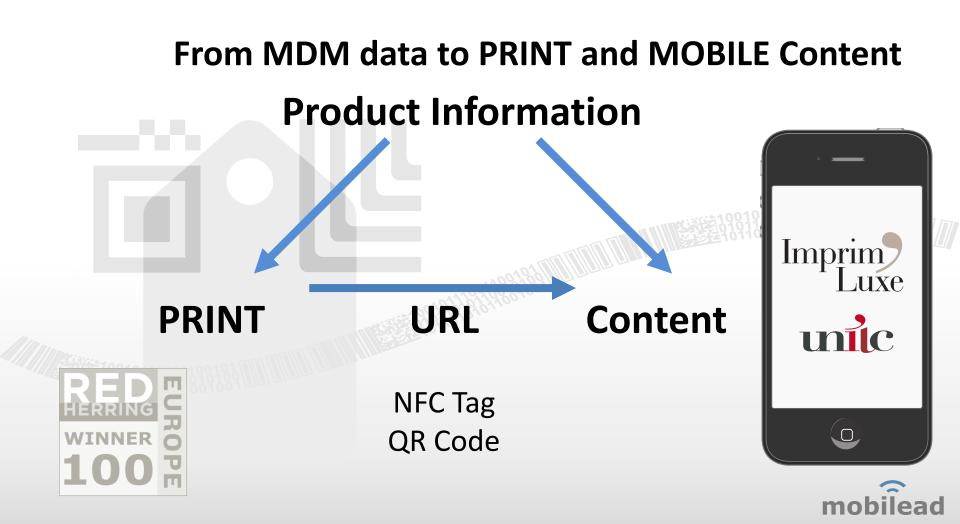
## from unique identification to related content and services





Active & Intelligent Packaging Industry Association ORACLE<sup>®</sup> Platinum Partner







# NFC Stickers 25 000 QR+ NFC tags



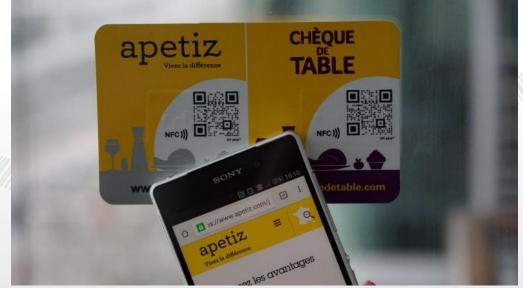








# NFC Window Stickers 225 000 QR+ NFC tags









Sensors "26 Billion Units by 2020" Gartner Devices IVI2IVI

## **INTERNET OF THINGS**

Unique IDsURL basedNFC TagsQR CodesAudio TagsDocumentsCardsLabelsConsumer Packaged Goods



#### **SEVERAL USAGES**

Marketing, Commerce, Logistic ...

Ralls, Texas – Grain silos



# SEVERAL TECHNOLOGIES

QR, DM; UPC, NFC...

Babel Tour, Pieter Bruegel

111

G G

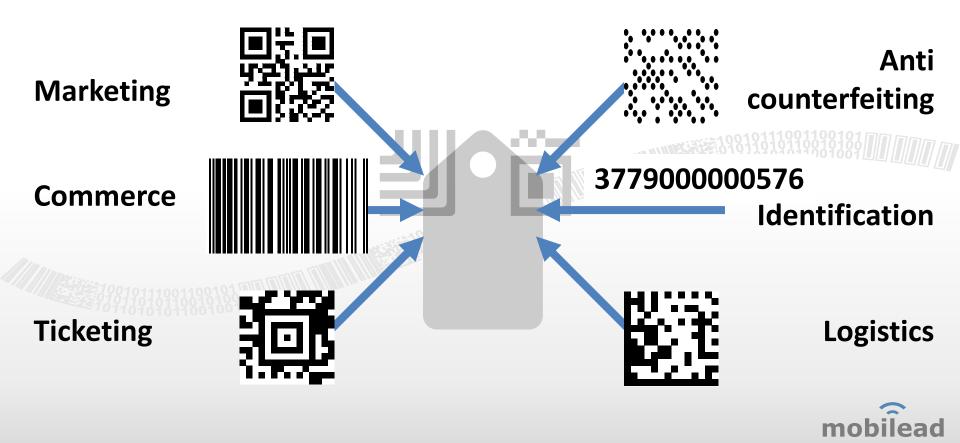
Gi Gi

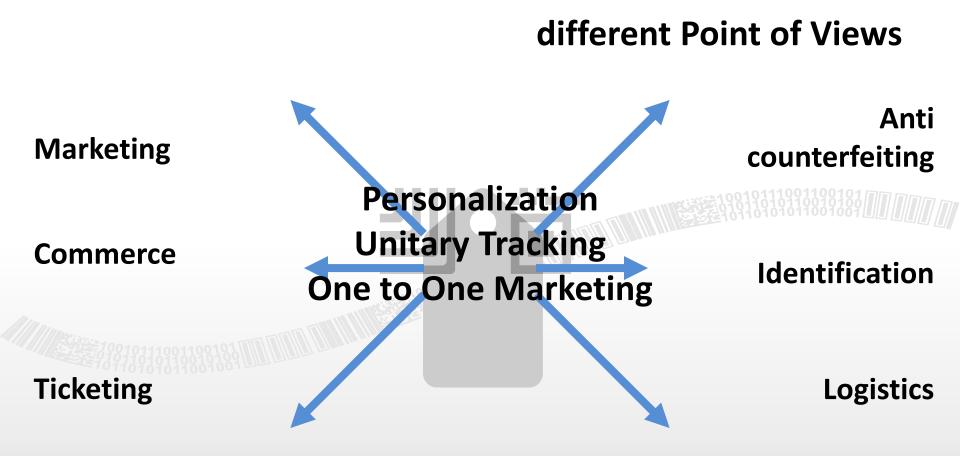
mm

18 48



#### **Convergence of Technologies**







#### Driven by Innovation, a unique and original approach

Brand Every	<b>Product</b> SKU / GTIN Ingredients Allergens	Variant	Batch	Item sGTIN UUID Exp.	212222 12222 Each
Cold data		1981666	Variable Printing	Warn Unitary Tagging	n data

#### **MOBILEAD, committed to Norms and Standards**

**Standards Best Practices** Norms **SYSTEMATIC AFNOR** GS1 **CNRFID W3C** ISO **AIPIA** A-IPIA Platinum ORACLE **Partner** Active & Intelligent Packaging Industry REFERENCE WSC<sup>®</sup> Association GS1 afror **Systematic**  $\overline{\phantom{a}}$ **DIGITAL TRUST & SECURITY** 

#### **MOBILEAD, selected by ORACLE Startup Initiative**

#### Integrated with ORACLE

- ERP
- Pedigree and Serialization Manager
- IOT Orchestrator

#### But not limited to ...

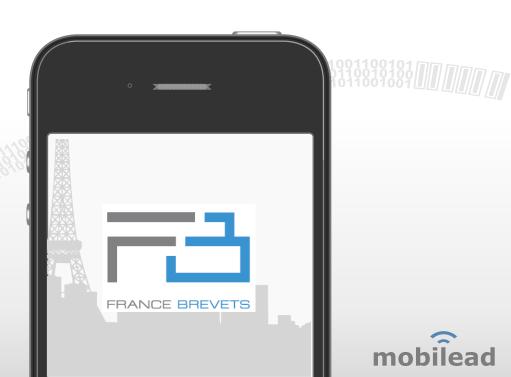


#### **MOBILEAD, selected by FRANCE BREVETS fund**

#### FRANCE BREVETS is an

investment fund dedicated to international patent licensing

MOBILEAD recognize FRANCE BREVETS for its professional technical expertise and long term vision



## **QR+ Image fusion (patent #1)**



QR+



MEMBER



## QR+ Image fusion (patent #1)

« Barcodes do not have to be just cold, emotionless, black and white squares. Solutions nows exist... mobiLead. »

Thomas Husson, Analyst – Forrester Research



« The QR plus technical feat of strength puts mobiLead well ahead of the competition. »

Bruno Rolland Axicon, Barcode Expert







LA PLUS PRÉCIEUSE DES COLLECTIONS Regard Carat, Bouche Parure, Ongles Joyaux... Succombez aux nuances raffinées Or ou Platine.





#### Quality delivered ISO Certified QR Codes

# ĽORÉAL



# Flashez et découvrez



#### Semantic URLs / IOT (patent #2)



QR+



MEMBER mobilead



QR+™

#### High Quality Grade

EXTERN IN ALCON WALT

AXICON 2D VERIFIER



Webscan TruCheck™ USB Verification Report

Tue 12-Jun-2012 01:38:37 PM Software Version: 3.00.20

Page 1 of 2

			Page 1 of 2					
		Report	t Summary					
Data	http://mobilead.fr							
Symbology	QR							-
			tion Grades					
Standard	Grade	Aperture	Wavelength	Ligi	hting		Formal Gr	
ISO15415	B (3.0)	10	W Broadband White LED	4	45	3	.0/10/W Brow White LE	
	Image			15415 Qua			ers	
Contraction of the second second	a second s	Section of the sectio	1. Unused Error Correc		100%	A		PASS
Contraction of the local distance of the loc	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Second I	<ol><li>Symbol Contrast (SC</li></ol>	)	72%	A	RI/Rd(81/9)	PASS
Contraction of the local sector		and the second second	3a. Modulation (MOD)			A	<u> </u>	PASS
and the second	Han		3b. Reflectance Margin (			A		PASS
and the second second second	and the state of t	1	4. Axial Nonuniformity (		0%	A	L	PASS
and the second second	200.000		5. Grid Nonuniformity (0		4%	A		PASS
			<ol><li>Fixed Pattern Damag</li></ol>			B		PASS
and the second second second second		A 222	<ol><li>Upper Left Pattern (U</li></ol>			A	L	PASS
Second Second Second			<ol><li>Upper Right Pattern</li></ol>			A		PASS
Section 2010 Contraction	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		9. Lower Left Pattern (L			в		PASS
and the second second second	1 1 1 1 1 1 1 1 1	1	10. Horizontal Clock Tra			A	<u> </u>	PASS
and the second second			11. Vertical Clock Track			A		PASS
and the second second second	strange die strange		12. Alignment Patterns (J			A	<u> </u>	PASS
and the second se			13. Version Information E			N/A		N/A
and the second second second			14. Format Information 8	lock (FIB)		A		PASS
And the second se			15. DECODE			A		PASS
and the second								
and the second				Modulati				
		A DOWN OF THE OWNER		38 87 89 8	6 86 91	91 91	84 89 84	87 87
	Seneral Characteristi		88 88 89 88 87 89					
		65	86 83 86 88 89 89	34 92 94 8	2 96 82	82 82	96 82 96	93 84
QR Size	25x25 (Data: 25x25)		89 88 87 86 85 83					
Horizontal BWG	2%		07 05 07 07 06 91	16 91 04 0	4 96 97	96 97	96 96 94	92 06
Vertical BWG	5%		06 05 04 07 06 09					
Encoded characters	18			16 22 04 0	13 26 26	31,25	97 NZ 94	23.06
Total Codewords			87 85 86 87 87 92		6 88 99	88 84	97 97 29	93 84
Data Codewords	28		91 87 87 87 86 88		~ ~ ~ ~		21 21 00	20.04
Error Correction Level	M		84 88 89 92 98 94 1	86 97 81 *	+ 82 98	82 82	81 81 97	98 83
Data Mask Pattern	2		94 92 92 91 88 88					
Image	Black on white		85 88 88 88 88 89	17 92 88 9	3 86 96	86 96	87 94 86	52 88
Nominal X Dim	850.9 um		88 88 88 88 78 89					
			92 93 93 96 96 **				** ** **	** **
			22 23 23 26 26 **					



THE BARCODE EXPERTS





Marketing and Commerce combined URL and GS1 GTIN (EAN/UPC) in a QR

# Leverage existing Identifiers

# GTIN URL (GTIN) Contenu (GTIN)

Tag NFC QR Code







#### Marketing and Commerce combined URL and GS1 GTIN in a Graphical QR







#### Marketing and Commerce combined URL and GS1 GTIN in a Graphical QR

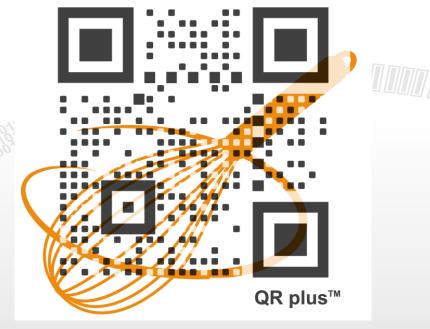






#### **Marketing and Commerce combined** URL and GS1 GTIN in a Graphical QR



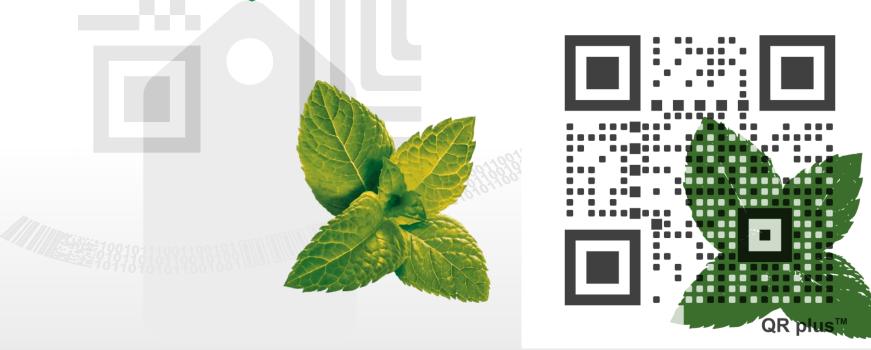








# Marketing and Commerce combined URL and GS1 GTIN in a Graphical QR

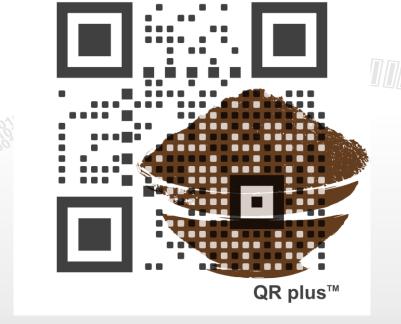






Garbit

#### Marketing and Commerce combined Graphical QR, URL and GS1 GTIN









#### **Unitary Tagging and Variable Digital Printing**

# Each object, each pack, each label is made **Unique**

#### MOBILEAD works with HP an DOMINO Digital Printing But not limited to...



#### **Unitary Tagging and Variable Digital Printing**



#### Unitary Tagging and Variable Digital Printing

mobilead





#### **Unitary Tagging and Variable Digital Printing** Scalable Solutions (patent #2)

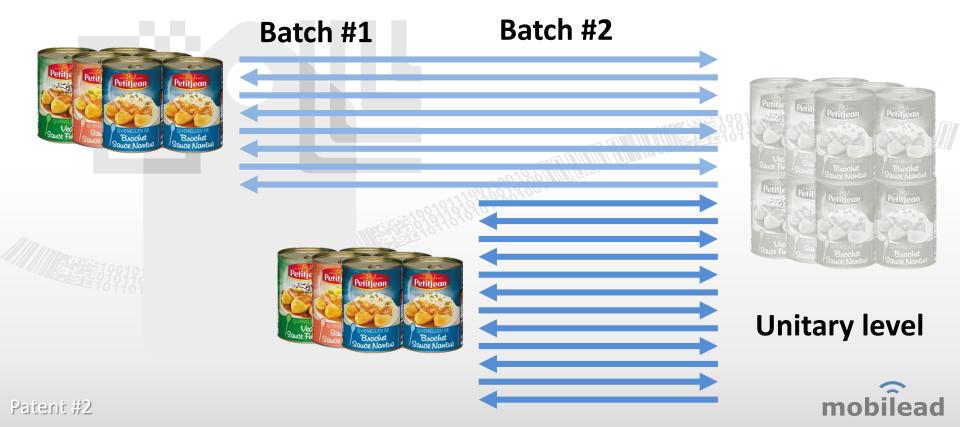


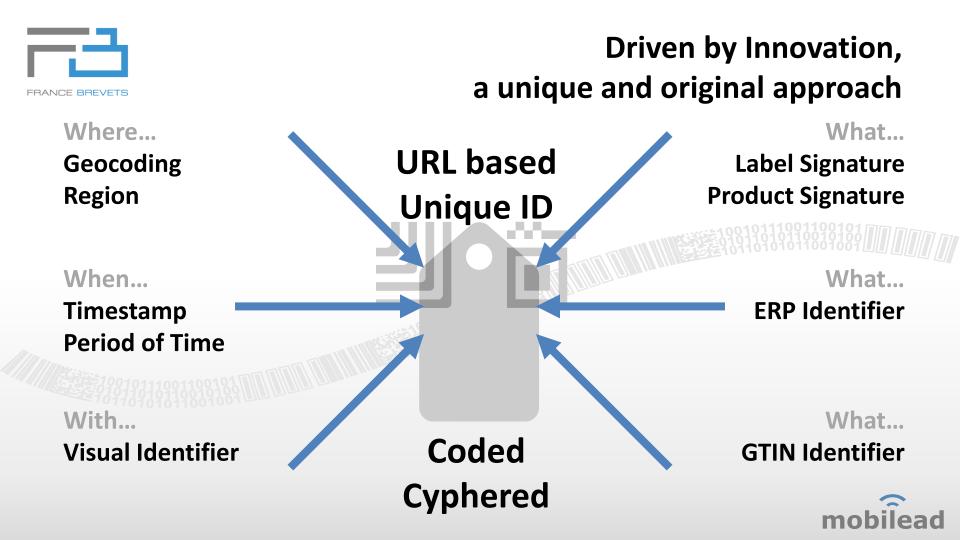


Patent #2



#### **Unitary Tagging and Variable Digital Printing** Scalable Solutions (patent #2)







#### **From one Tag to several usages** *Marketing & Semantic Anticounterfeiting*

B-20

Badal

Barcelon

#### Marketing

#### Public Online

Web App

Orange F Sabadell 3 mobilead.eu/fr/a-propos/ - **1**1 mobilead ρ ≡ C-16 arc Natural de la Serra de Collserola Depuis 2008, mobiLead développe et ere une plateforme exclusive de gestion NFC et OR Code, permettant de lier des Cornellà de milliards d'objets manufacturés Llobregat individualisés, des emballages, des documents imprimés, à des services en ligne à forte valeur aioutée, de facon économique et sécurisée. L'entreprise a toujours adopté une approche professionnelle en répondant aux exigences des différents systèmes 

Anti Count. Grey Market

Private Online/Offline **Map** Application



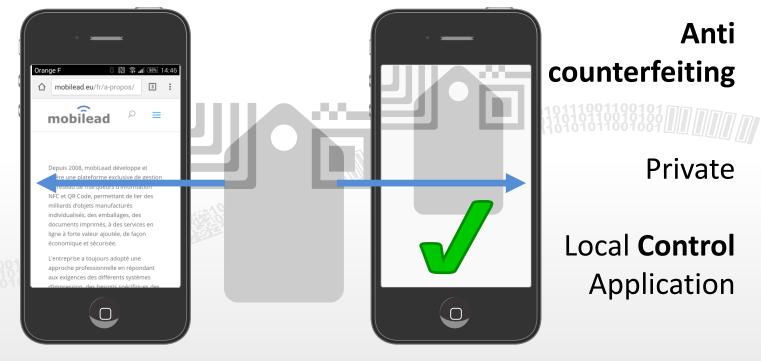


#### **From one Tag to several usages** *Marketing & Semantic Anticounterfeiting*



#### Public

Remote Web App





#### **From one Tag to several usages** *Marketing & Visual Anticounterfeiting*

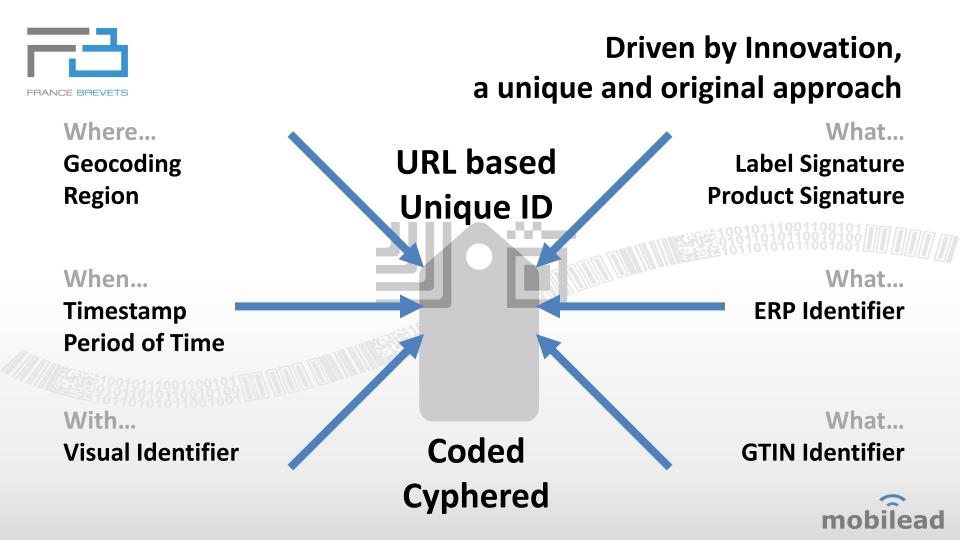
#### Marketing

#### Public

#### Remote Web App







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# **INTERNET of THINGS enabler**

## from unique identification to related content and services





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