



fTag



mobiLead

SMART PACKAGING 2017

INTERACTIVE PACKAGING

Smart identifiers for the packaging

in food industries, evolving in order to deliver a convenient, personalized, reliable and trusted information to consumers



2017, September 20th

Food allergy and intolerance a serious medical issue

Food allergy is a serious medical issue

15 million people in the US

17 million people in Europe

3.5 million are younger than 25 years

Number of people who have a food allergy is growing

Rates among children +50% between 1997 and 2011



Food allergy and intolerance management INCO – European Union (EU)'s 1169/2011 regulation

The European Union (EU)'s 1169/2011 regulation, commonly referred to as INCO (Information to Consumers), makes mandatory for brands to provide consumers with clearer information about the food products.

fTag is the optimal solution

- **to help brand owners to be compliant with the regulation**
- **to provide convenience to users, consumers and patients**

Information on products with an allergenic or intolerance effect should be given to enable consumers, to make informed choices which are tailored and safe for them.

SEVERAL USAGES



SEVERAL TECHNOLOGIES

QR, DM, UPC, NFC...

Babel Tour, Pieter Bruegel

About mobiLead Smart and Unique Identifiers

Where...
Geocoding
Region



When...
Timestamp
Period of Time



With...
Visual Identifier

**URL based
Unique ID**

**xTag Coded
Cyphered**

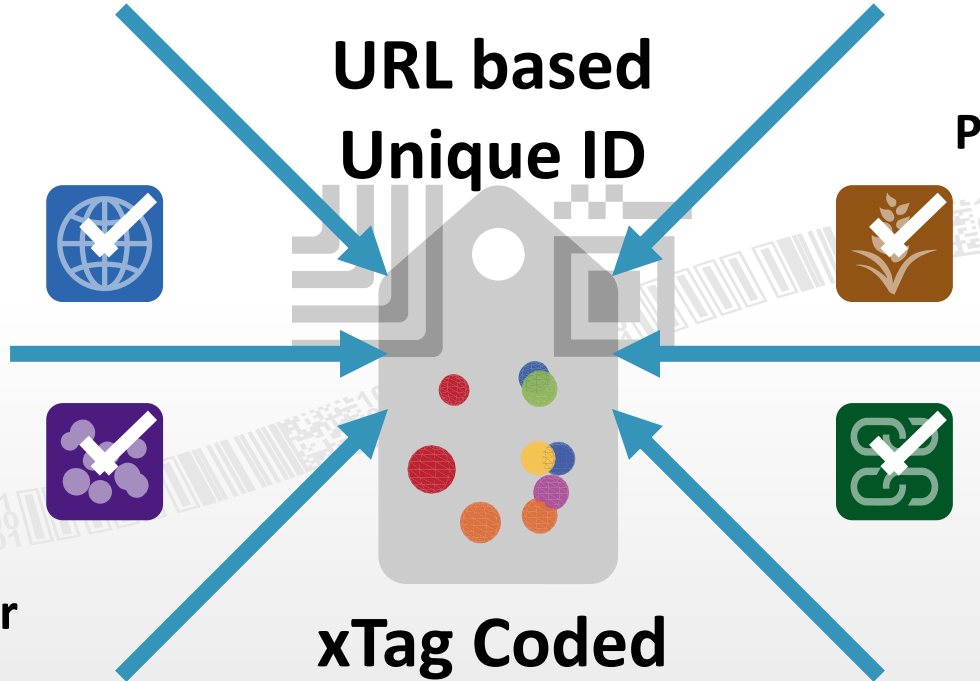
What...
Label Signature
Product Signature



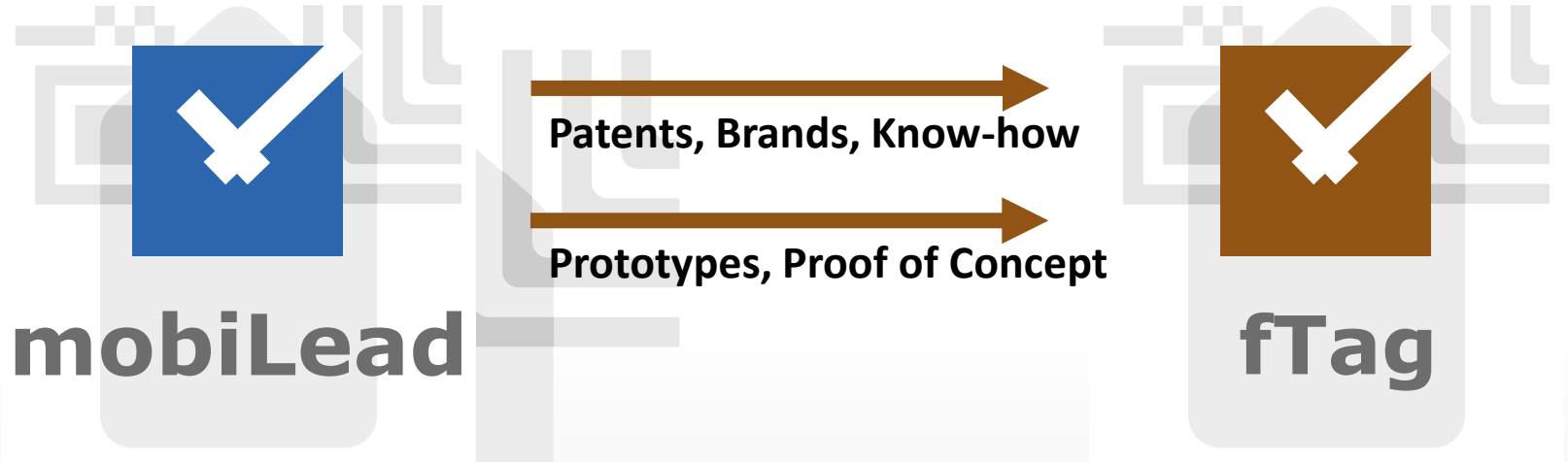
What...
ERP Identifier,
GTIN Identifier



Exist...
Blockchain
public ledger



from mobiLead's Smart and Unique Identifiers to fTag as a solution



zTag
security



mTag
tracking



fTag
food allergens



8Tag
blockchain



jTag
anticounterfeiting

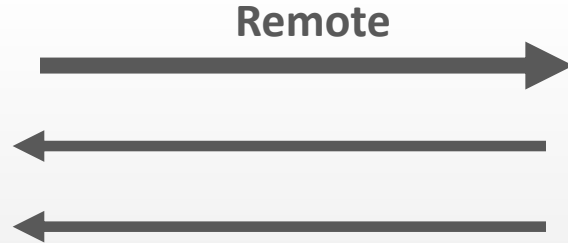
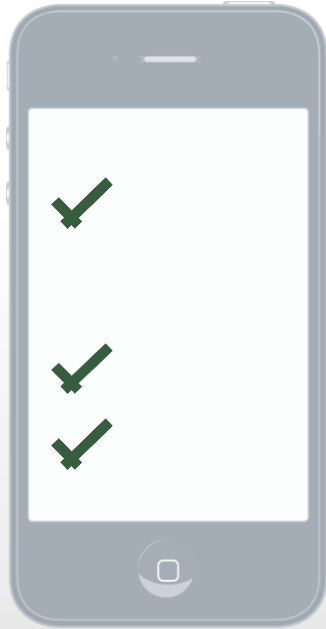
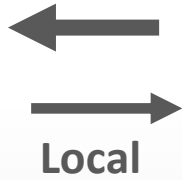


8Tag trusted information Local and Remote Control

8Tag
NFC or QR Code

8Tag
Mobile Application

8 Tag
Blockchain Network



8Tag
blockchain

28 000 000 Unique identifiers



Marketing QR URL Links on each pack



blédina
Pommes du verger

Variez les goûts!
Dès 10 / 12 mois, découvrez les autres recettes de gourdes blédina en format **x4** ou à **l'unité** pour encore plus de variété!

Découvrez nos variétés!

blédina
Pommes du verger

100% Fruits
+ Vitamine C
Sans sucres ajoutés*

dès **10** mois

4x

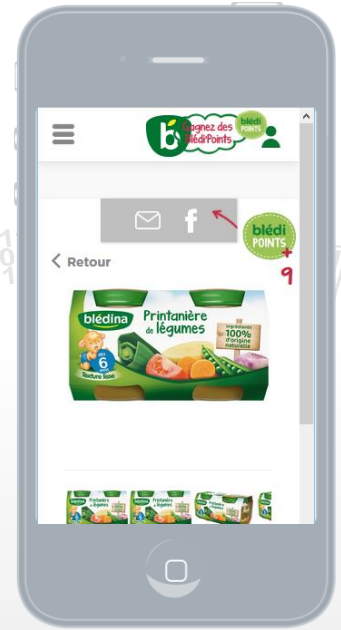
* contient les sucres naturels des fruits

CHARTRE QUALITÉ BÉBÉ blédina
En savoir plus sur www.blédina.com

Idée gourmande
Dès 10 mois, au goûter

BLÉDLAIT CROISSANCE + **GOURDE DE FRUITS** ou **MON 1^{er} BOUBOIR**

Marketing QR URL Links on each pack



GTIN

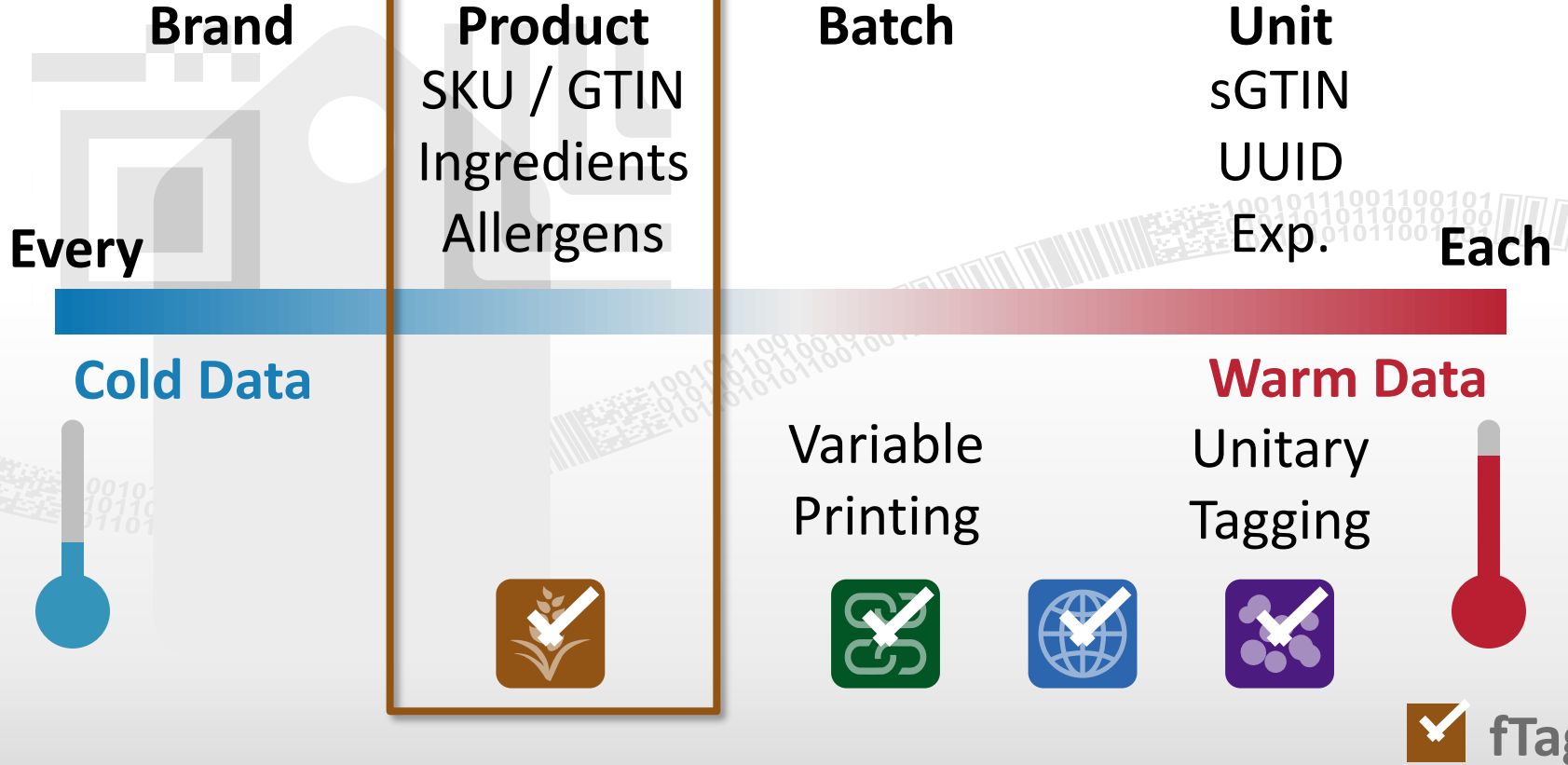
3041091022851

<http://d4n.fr/015Lwongj0>

GTIN

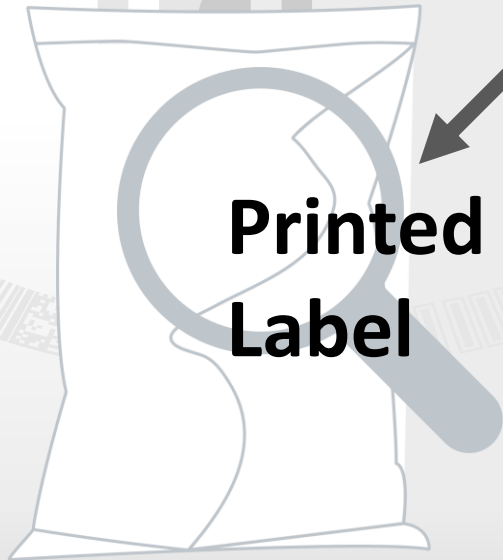
3041091022851

xTag
in the packaging ecosystem



from Product Information
to Print and Mobile Content

Product Information

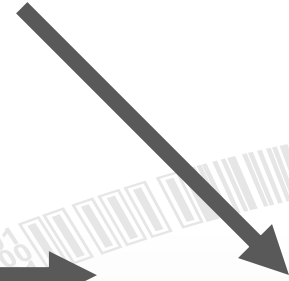


**Printed
Label**



URL

NFC Tag
QR Code



**Mobile
Content**



Printed information vs Digital mobile comparaison

Limited space on pack

Few languages

Generic

Hard to read

Complex

Legal



Packaging or Label

Unlimited space on mobile

Unlimited languages

Tailored

Easy to read

Trivial

Legal with fTag

(data are also local)



Mobile content

Emballage: Protéger, informer

Packaging

Protect the product

Information on Pack or Label

Inform the consumer

Protect the consumer

Consumer

Mobile User

Patient

Individual



Tailored Content on Mobile « Sur mesure »



Profile

Lots of printed Information



Tailored Content on Mobile
« Sur mesure »

Tailored Content on Mobile « Sur mesure »

- Individual
- Preferences
- Pathology
- Product
- Personalization
- Individualization
- Tailored content



Profile

Lots of printed Information



Tailored Content on Mobile
« Sur mesure »

Food allergy and intolerance usage



key features fTag Data

DATA	fTag	competition	
Medical data source	✓		
INCO main 14 Allergens +Traces	✓	✓	✓
INCO detailed 28 Allergens +Traces	✓	✓	
Multilingual DE, EN, ES, FR, IT, NL	✓	✓	
beyond Regulation 230 Allergens +Traces	✓ EN, FR		
xTag compliance 8tag, jTag, mTag, zTag	✓		

The only solution based on a reliable medical data source



key features fTag Tags and Labels

TAGS	fTag	competition	
EAN			✓
QR Code	✓	✓	
NFC	✓		
Local data	✓		
Advanced codification	✓		
Remote data	✓	✓	✓
W3C URL based	✓		

The only solution as legally valid
as a printed information on pack
(data are local)



key features fTag Mobile Applications

MOBILE ACCESS	fTag	competition	
Medical certified	✓		
Remote access	✓	✓	
Local access	✓		
Privacy by Design	✓		
Mobile Web App	✓		✓
Native App Android	✓	✓	
Multilingual DE, EN, ES, FR, IT, NL	✓	✓	
QR Code reader	✓	✓	
NFC device	✓		

The only solution designed to support privacy as a core feature




fTag usages
New features / New markets



Food allergy and intolerance usage fTag with INPI @ Vivatech


✔ lebensmittelallergien



Heidi
MEYER

Ich habe eine Allergie

Glutenhaltiges Getreide (weizen), Eier, Fische, Erdnüsse, Sojabohnen, Meeresfrüchte einschließlich Laktose.



(c)2017 fTag


NFC

TAP or SCAN your card profile with your mobile to INSTALL the fTag Mobile Application

TAP or SCAN your card profile with your mobile


TAP or SCAN the product tag label or packaging with your mobile

to GET tailored info on your Smartphone



mobiLead


✔ allergies alimentaires



Loïc
LE GOFF

Je suis allergique

Crustacés, Poissons, Mollusques.



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NFC

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VIVA TECHNOLOGY

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