



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

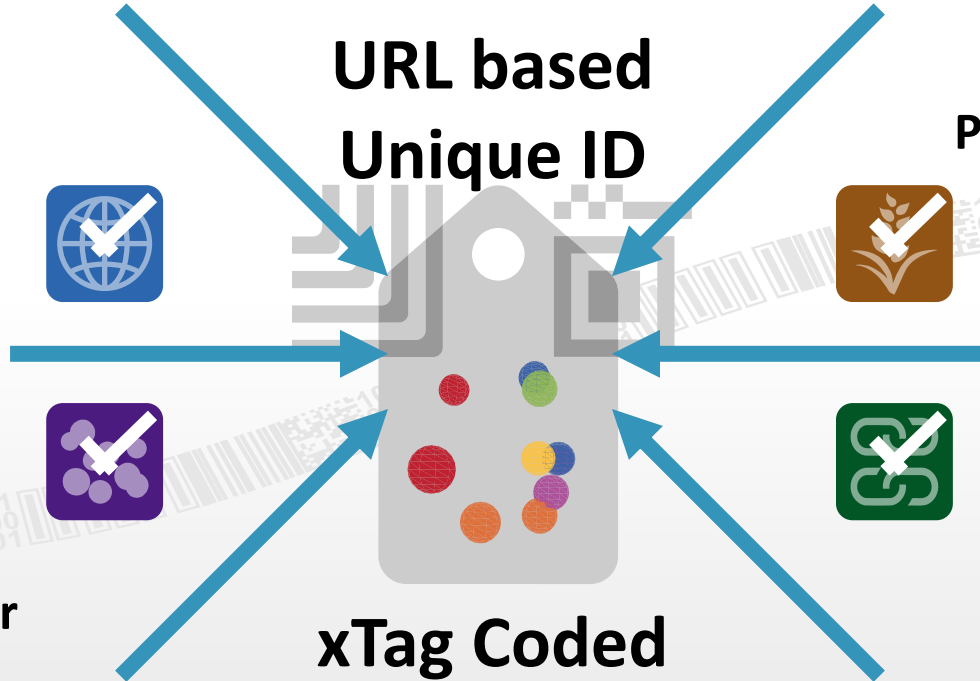
What...  
Label Signature  
Product Signature



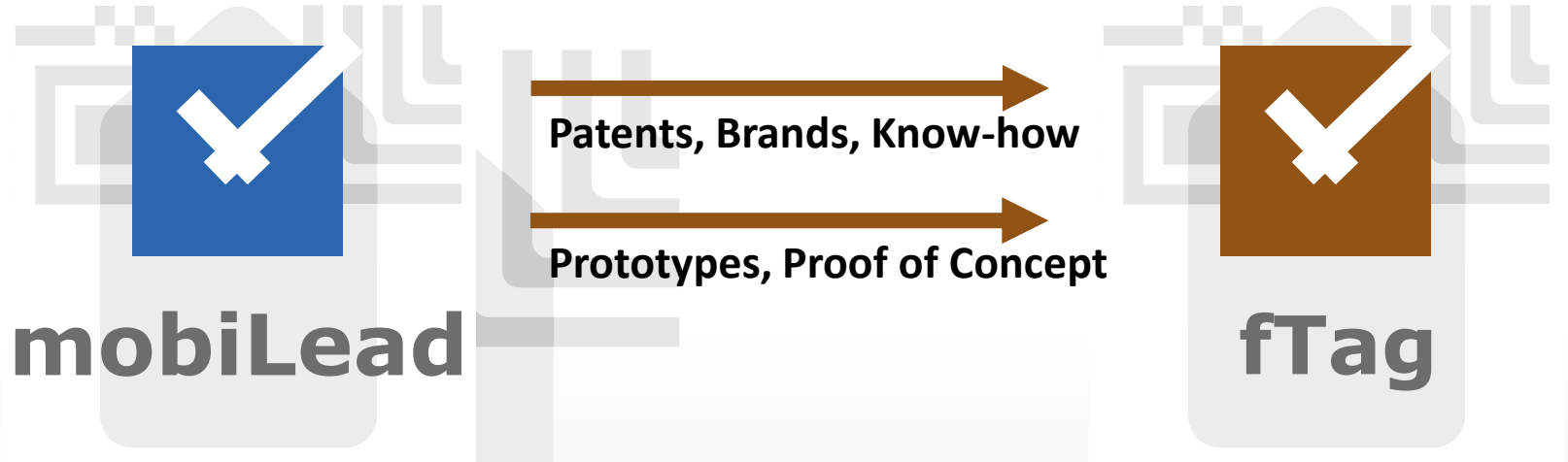
What...  
ERP Identifier,  
GTIN Identifier



Exist...  
Blockchain  
public ledger



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



8Tag  
blockchain



mTag  
tracking



fTag  
food allergens



zTag  
security



jTag  
anticounterfeiting

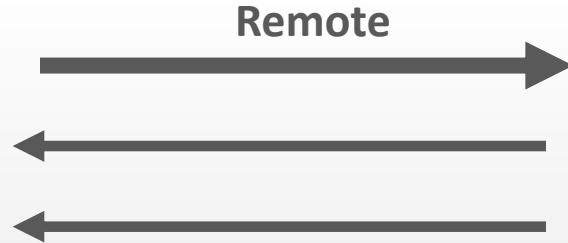
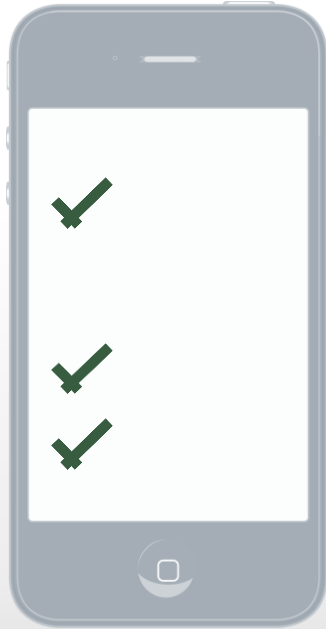
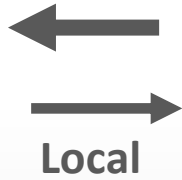


# 8Tag trusted information Local and Remote Control

8Tag  
NFC or QR Code

8Tag  
Mobile Application

8 Tag  
Blockchain Network



8Tag  
blockchain



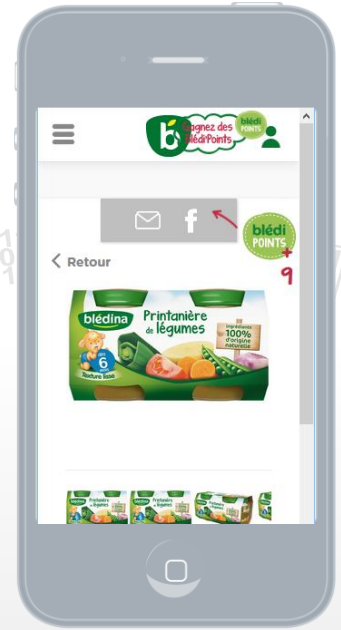
28 000 000 Unique identifiers



# Marketing QR URL Links on each pack



# Marketing QR URL Links on each pack



**GTIN**

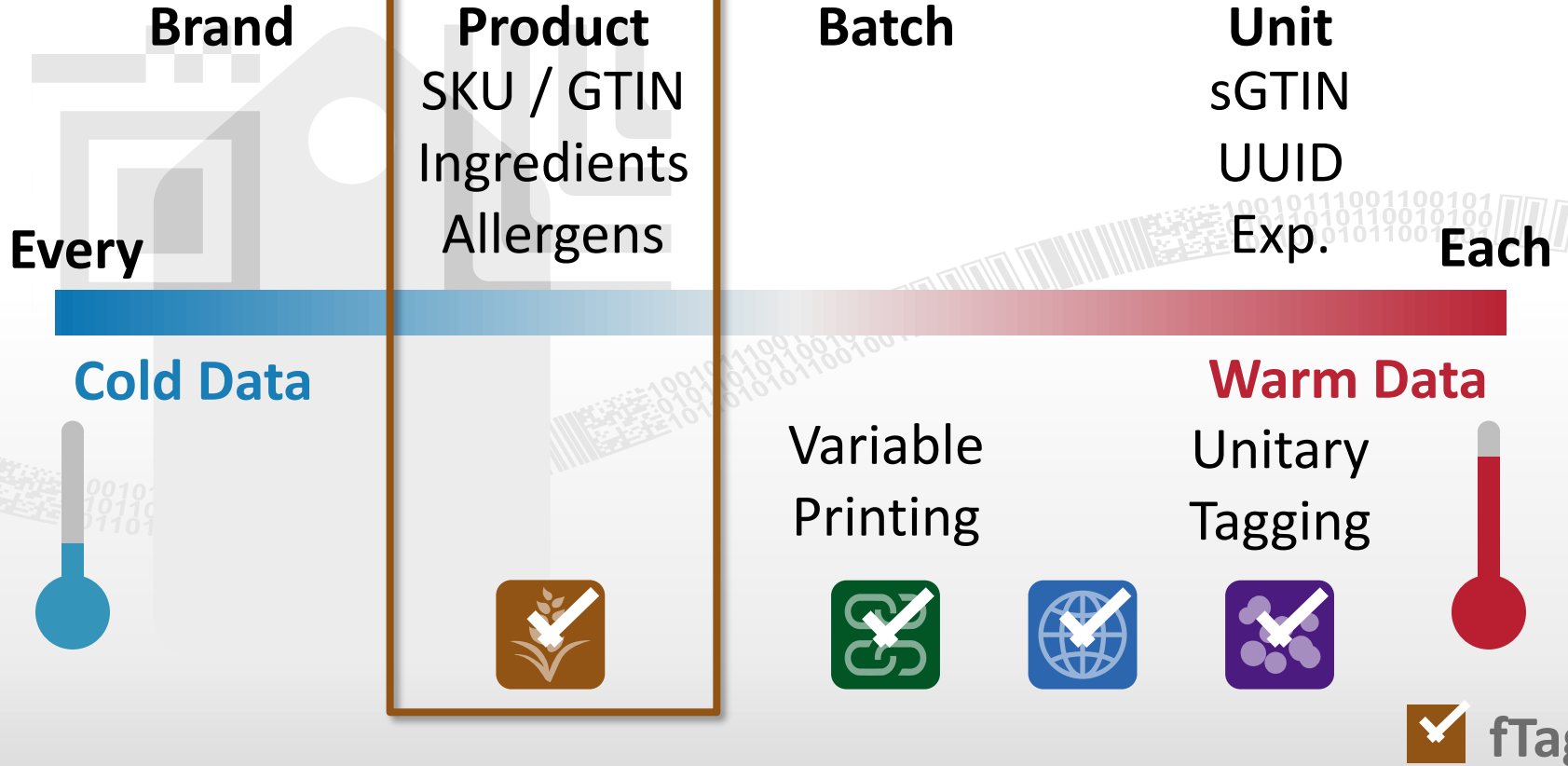
3041091022851

<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	
<b>Medical data source</b>	✓		
<b>INCO main</b> 14 Allergens +Traces	✓	✓	✓
<b>INCO detailed</b> 28 Allergens +Traces	✓	✓	
<b>Multilingual</b> DE, EN, ES, FR, IT, NL	✓	✓	
<b>beyond Regulation</b> 230 Allergens +Traces	✓ EN, FR		
<b>xTag compliance</b> 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



**Carrefour**




✔ allergies alimentaires



Loïc  
LE GOFF

**Je suis allergique**

Crustacés, Poissons, Mollusques.



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**VIVA TECHNOLOGY**





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