

# Taganize<sup>Inc.</sup>

*Just Tap It!*



# What Is Taganize?

Taganize activates contactless connectors that instantly bring digital experiences to life on products and services of all stripes. Our smartphone connectors can be applied to posters, video, products and all types of print materials.

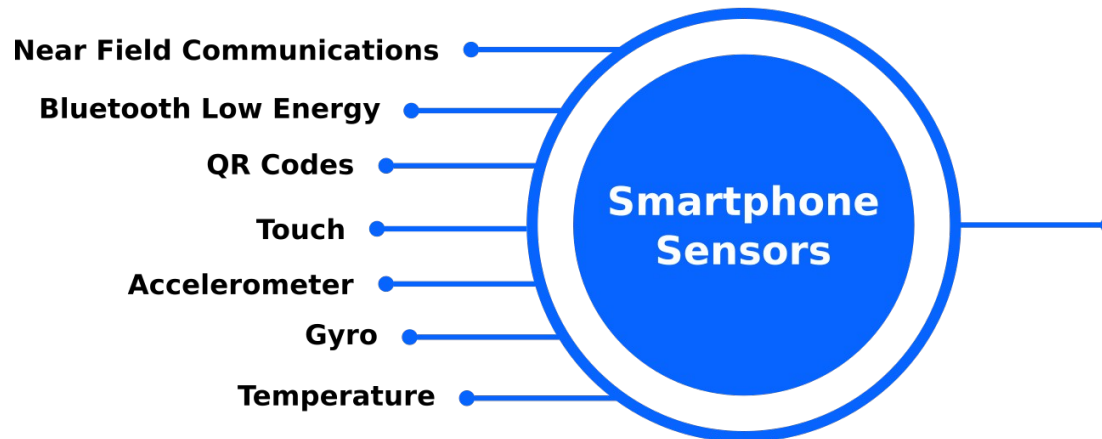
# Question

Did You know that virtually anything you look at can be easily connected to the Internet and viewed on a smartphone via contactless connectors?



# What Are Contactless Connectors?

Smartphones have built-in sensory capabilities enabling them to detect and act upon a variety of triggers when contactless connectors are encountered. Here are some of the popular contactless connectors you will encounter in a smartphone!



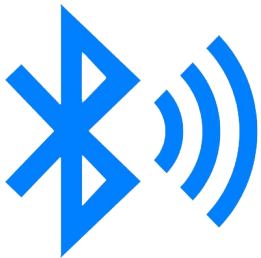
# Contactless Connectors



**NFC** - *Near Field Communications* is a protocol used for bridging communications between two electronic devices. Customers typically will find NFC at play when they tap their smartphone to make a contactless payment at a cash register. NFC tags or stickers are also commonly found on posters. Customers simply tap the tag and information automatically opens on the smartphone browser.



**QR Codes** - *QR codes* are easily recognizable as the square shaped icon with scattered smaller white & black boxes inside. A QR code scanner app is needed to read QR codes. When scanned a QR code can reveal a variety of information including business card details or open a website. QR codes are commonly found within printed or promotional material.



**BLE** - *Bluetooth Low Energy* is natively supported in over 90% of the Android and iOS smartphone devices. When turned 'on' a smartphone can receive instant notifications from nearby transmitting devices. Such notifications can inform shoppers to special sales, product information or request participation in a poll or survey in order to acquire a reward. BLE can also be used to navigate a shopper through their entire shopping experience.

# The Touchpoint

The place where interaction occurs between a contactless connector and the engaging device is called a touchpoint. A touchpoint can take the form of a product, a poster, or video. It signals to the smartphone user, *“I’m ready to tell you more!”*



# Performance Bond

Consumers engage touchpoints within a "mobile moment."  
What touchpoints yield are "performance bonds".  
Rewarding bonds provide valued content.



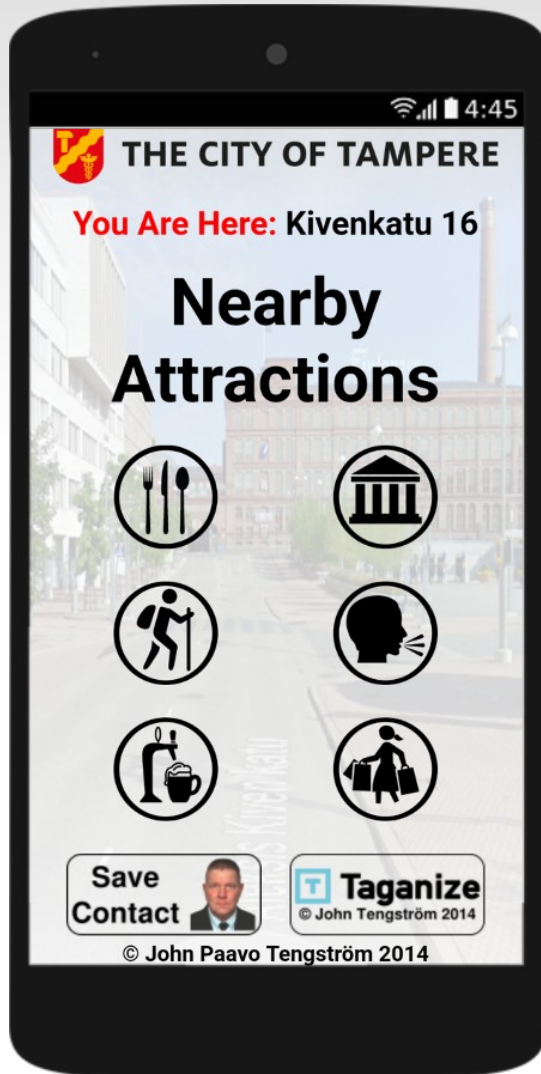
# Natural User Interface

The 'Natural User Interface' of touch combined with touch screen mobile devices gives users the ability to interact more intuitively with graphical objects. When designed for mobile experiences and combined with a Taganize powered Centisite, the interface comes alive.





# What Is A Taganize Centisite?



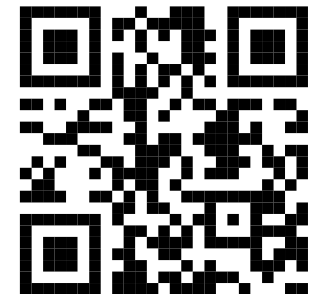
- Repurpose digital assets for extended life
- Capture mobile moment customers
- Provide informational content
- E-mail or SMS with embedded messages
- Intelligence gathering through polls & surveys
- Turn-by-turn driving instructions
- Enable social media sharing
- Reward customers
- Present a new dimension of enjoyment with VR
- Offer participation in contests & events
- Provide a business card
- Instant customer gratification

# Business Card



10 billion business cards were printed last year. 88% of those cards were trashed the same week they were received.

Plant your business card directly into the devices your customers use!

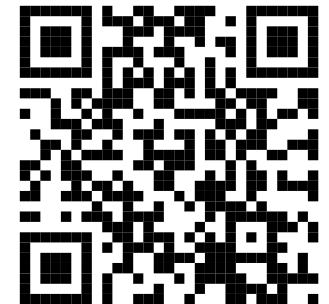


# Pet I.D.



Last year Americans spent over \$70 billion dollars on their pets.

Love and protect your pet even more with a Pet I.D. powered by Taganize.

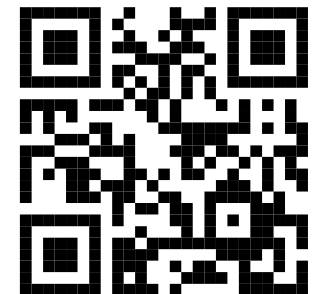


# Personalized Services

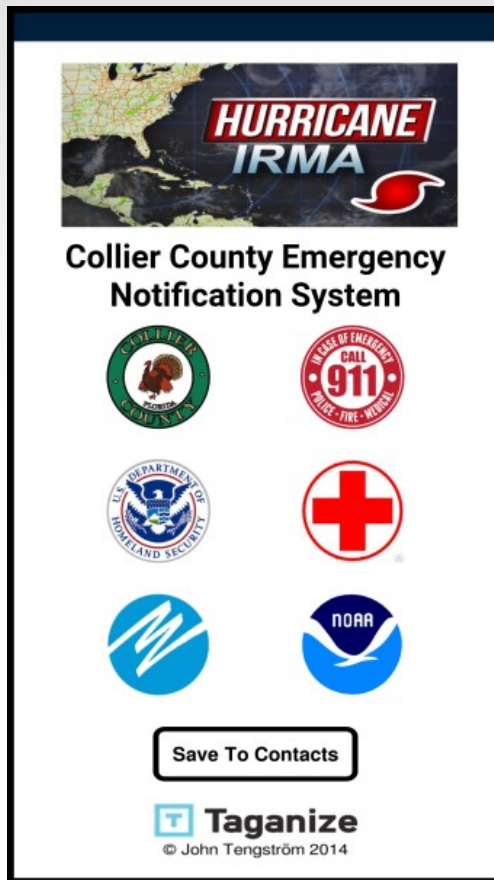


The rental industry generated over \$51 billion in rental revenue in 2018.

Personalized concierge services give customers the VIP treatment everyone is looking for.

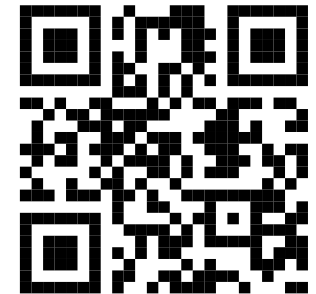


# Emergency Preparedness



Natural disasters cost the U.S. \$155 billion in 2018 and displaced 1.69 million people.

Keep citizens safe and informed, before, during and after an event occurs.



# A Bucket Full of Uses



- Business Cards
- Advertising
- Real Estate
- Lost & Found
- Product Information
- Health Care & First Aid
- Events
- Advisory Information
- Industrial Labeling
- Used Cars
- Rental Equipment
- Smart Cities
- Alcohol
- Pets

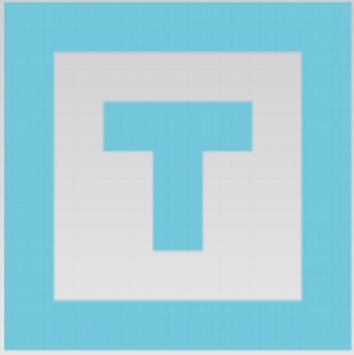
# The Bottom Line

Taganize uses cutting-edge contactless connectors technology to enable businesses to tell their own story, in their own words, and with their own digital collateral to provide users with a product-bonding experience every time they tap their smartphone to a Taganize powered touchpoint.

# *Are you ready to take the Taganize Plunge?*







# Taganize<sup>Inc.</sup>

*Just Tap It!*

**John Tengstrom, CEO**

**Call: (845) 221-2580**

**info@taganize.com**

