



Die Handschrift der Werbung

UMA[®] inside NFC PEN

It's what's inside that matters.



Connect analogue writing and advertising with the interactive world using NFC technology. With the integrated uma NFC TAGS, go beyond haptic advertising and transmit digital information. Perfect for contact details, BusinessCards, video messages, product or image films, website or social media pages, sales documentation such as product catalogues, etc.

How does NFC work?

Near Field Communication, or **NFC**, is an international communication standard for the wireless exchange of data over short distances. To transmit data via NFC, the smartphone or tablet is held near a pre-programmed **NFC TAG** that activates a specific application or function in the device, for example.

In the **uma inside NFC PENS** the NFC TAG is located directly under the **inside NFC logo**. This ensures a simple transfer of information to the smartphone or tablet. Connect analogue writing and advertising with the interactive world using **uma inside NFC PENS**.

Ideas for your pre-programmed information:

- Contact information as BusinessCard
- Social media sites
- Homepages or landing pages
- Response tracking per landing page
- Films and product videos
- Sales documentation (catalogues, brochures, flyers etc.)
- Daily campaigns, menus, recipes
- Campaigns and offers etc.



The uma® inside NFC PEN BusinessCard

The uma BusinessCard solution offers more than just electronic contact data transmission. Design your CI-compliant electronic business card and transmit your data quickly and easily with the uma® inside NFC PENs.

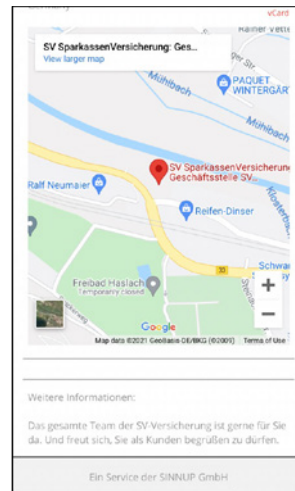
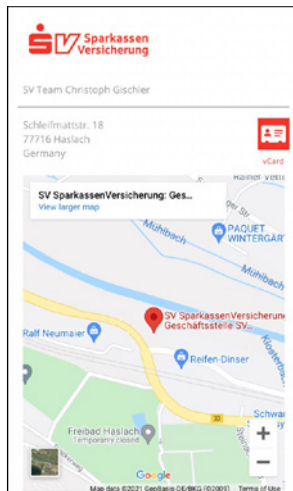
The **NFC BusinessCard Service** gives you access to web-based data maintenance of your BusinessCard contact data and an individual design of your personal BusinessCard.

Your BusinessCard could look like this:

Transmit your contact data (photo, salutation, title, first name, last name, phone, e-mail, website, social media etc.)

Company logo, company address, VAT number, Google map

Background images, background colours (also possible per section), font colours, on request additional fields also possible



We would be happy to inform you in a personal meeting about the possibilities and costs of the uma® inside NFC PEN BusinessCard service.



uma® inside NFC PEN BusinessCard – A conventional promotional item with an innovative twist

Use your new NFC ballpoint pen as a business card to transmit digital information. Send a link to your website, documents, your social media profile or your contact information as a vCard. The pen can also be used to promote your app, videos or events. Perfect for use by sales representatives, at trade fairs or for consultations. Simply scan documents to quickly transmit your data and connect analogue ads to the digital world.



uma® BusinessCard – The personalisable premium business card

uma® BusinessCard enables you to save contacts and transmit data and documents, such as price lists, company presentations and videos.

Data can be kept up-to-date and maintained at all times with web access, allowing you to remotely control and analyse content.

ONLINE MANAGEMENT of your BusinessCard



BusinessCard – Step-by-step guide

The journey to your perfect BusinessCard.

Step 1 – Design

Select an uma inside NFC pen and send us the logo you would like to be displayed on your pen and digital BusinessCard.

Step 2 – Digital layout

A basic layout can be edited to fit your CI and fixed once you place your order. Fixed fields/data can no longer be edited once the initialisation link has been sent.

Users can edit variable fields such as phone numbers, email addresses, documents, etc. at a later point.

You can decide which information fields are displayed on your BusinessCard.

Step 3 – Activation

You will receive an email containing an initialisation link. Use this link to enter your information in the online portal and subsequently edit it. In addition to standard fields such as your name, phone number, etc., you can also directly upload images, company presentations and much more.



Step 4 – Preview and approve your BusinessCard

Use the preview option to view and approve your BusinessCard.

Write your NFC pen BusinessCard!

Step 5 – Using your NFC pen BusinessCard

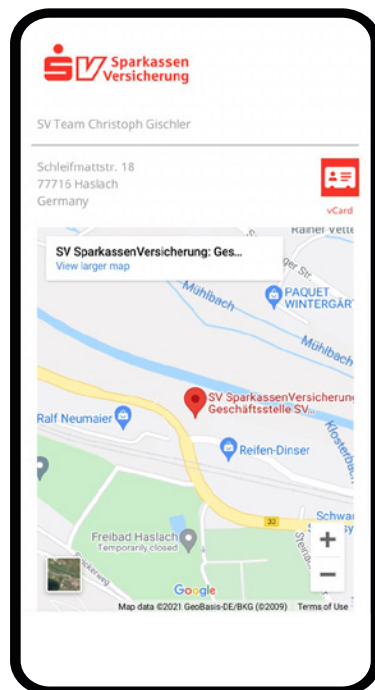
Place your personal BusinessCard pen near an NFC-enabled smartphone to open your digital BusinessCard on the screen.

Your personal photo or logo, name and key contact details, etc. will pop up. The recipient can then simply click on the V-Card button to save your BusinessCard information on their phone.

Make calls, write emails or compose a WhatsApp message by clicking on the toolbar.

Your BusinessCard can also include direct links to your social media profiles, a map view with a route planner to your company in addition to a number of other great features.

Write your NFC pen BusinessCard!



Advantages:

- A digital upgrade for your BusinessCard
- Customisable
- Individual, eye-catching design
- Easy downloads and transfers of contacts and data
- Document attachments possible (catalogues, company presentations, videos...)
- Remote maintenance
- vCard can be integrated
- Run campaigns directly
- Use of Google Maps for mobile navigation
- Changes visible in real-time on the map
- No app required
- Measurable: Analysis of scan statistics

**Fast and up-to-date –
always at hand!
Get to your weather
directly thanks to
uma[®]
inside NFC PEN!**

With the inside NFC chip, you can for instance link directly to your website or present current updates or changes. You can also place your own ideas on the NFC TAG upon request. Make full use of the varied range of options.



UMC® inside NFC PEN



TRINITY (KT) GUM 0-0133 (KT) GUM

0-0133 GUM: Retractable ballpoint pen with soft touch triangular body and shiny solid clip.

0-0133 KT GUM: Retractable ballpoint pen with soft touch triangular body and shiny transparent clip.



0-0133 GUM (● 8-0855)	
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0-0133 KT GUM (● 8-0855)	
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50-2388	
50-7687	
50-7627	
50-2420	
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50-0002	
50-0429	
50-0101	
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50-0266	
50-2039	
50-1665	
50-0326	
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UMC® inside NFC PEN



TRINITY KG SI GUM 0-0133 KG SI GUM

0-0133 KG-SI GUM: Retractable ballpoint pen with soft touch triangular body and shiny solid white clip and heavy chrome plated metal tip.



uma® inside NFC PEN BusinessCard



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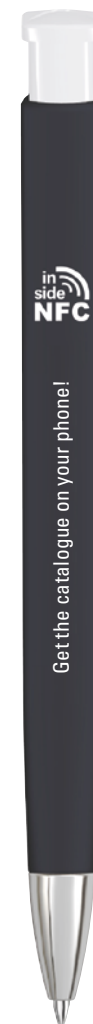
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Further uma series
incl. inside NFC chip on request.



TRINITY
0-0133



TRINITY SI GUM
0-0133 SI GUM



TRINITY SI
0-0133 SI



TRINITY transparent SI
0-0133 T-SI



TRINITY K transparent SI GUM
0-0133 KT-SI GUM





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