



innovation
in CHARNWOOD
showcase



“How to Innovate & Win”

Monday October 30th from 2-5 pm at the Loughborough Town Hall.

Market Place, Loughborough; Leicestershire LE111 3EB.

(Part of the Leicester Business Festival 2017)

Free entry tickets can be obtained by registering via the web site: www.leicesterbusinessfestival.com

Public parking can be found nearby at Beehive Lane multi story car park amongst several nearby.



CLC(UK)Ltd are pleased to support the Innovation in Charnwood Showcase with the supply of their dynamic & innovative RFID (radio frequency identification) Technology.

All exhibitors stands feature an NFC (near field communication) picture frame with embedded NFC technology.



Ensure the NFC facility on your device is switched on & simply present your Android or iPhone* to the phone image on the exhibitors stand to reveal the exhibitors chosen content: e.g. Feature web page, Corporate video, Linken-In or Facebook page.

(*Apple Iphone 7 onward with the recent iOS 11 upgrade)



This is simply a novel demonstration of this amazing technology but with the recent advent of Apple taking this on board, this means that all main stream mobile phone can now read/write to NFC media.



Given the GPS functionality of mobile devices, this means that with the appropriate application one can establish the Who, What, Where & When or what we call “4W”

This is not a gimmick & has some seriously useful commercial applications; for which we manufacture the finished NFC media (label, ticket, card, tag or other bespoke encapsulations)

Indeed this can be used to track (by engagement, not remotely), nationally & internationally; including the person (phone number = who) the asset (the product to which the NFC media is attached) The geotag location (where) & when (transactions record the time aspect also)

In terms of security, this is the same technology as your debit & credit card and passport & unlike bar-codes cannot be copied* as every single tag carries its own unique identity which cannot be changed. *However it is strongly recommended that the encryption & authentication functions are used on NFC media which are used for sensitive, security or financial applications,

For more information, samples and a demonstration please contact: Nick Geraghty nick@clc-uk.com or scan the Q.R. code below.

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