

Linking the future with tradition, smart apparel engages customers from the point of sale to their homes, and throughout their daily lives. Smart Apparel increases customer loyalty and reduces the proliferation of counterfeit goods, using digital technology.

SMART APPAREL VALUE, BEFORE AND AFTER THE SALE

Consumers crave information when and where they want it... on demand. By leveraging mobile phone technology and use of the Cloud, our small, simple and low cost sensors enable real-time predictive marketing and customer engagement while reducing counterfeiting activity.

Pre-sale benefits create a memorable experience and enhance the brand experience through special offers, expert reviews and user connections, and access to a "Virtual Advisor". Post-sale benefits increase customer loyalty through the use of how-to videos, and personalized information for the sizes, colors, and materials for exact reorders.

PRODUCT AUTHENTICITY

Counterfeiting goods is an expanding risk to revenue and overall brand value. Smart Apparel allows customer to register their purchased products, adding to future value growth. By linking back to the manufacturer of origin, Smart Apparel provides data authentication, increasing consumer confidence in any transaction. Authenticity, when combined with the social aspect of belonging to a select group of confirmed buyers, increases the value of Smart Apparel products.

Brand owners benefit from digital tracking of high value products through the entire manufacturing process, verifying your products vs. replicas and counterfeits, and protecting your brand.

SMART APPAREL APPLICATIONS

Asset Tracking	Information Exchange
Retail-Electronic Bar Code	Expand Buyer Experience
Security / Authenticity	Live Shopper Engagement
Payment	Engage Buyer from Shelf to Home



OFFER INCENTIVES

LIVE ENGAGEMENT

TRACK INVENTORY IN
REAL TIME

EXTEND CUSTOMER
CONNECTIONS
POST-PURCHASE

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