Watch: Printed Smart Identification
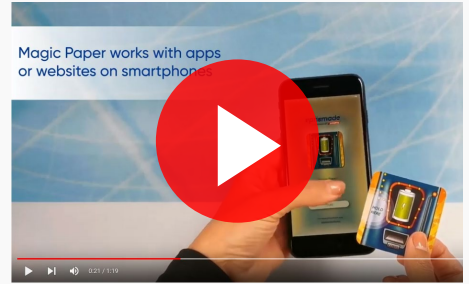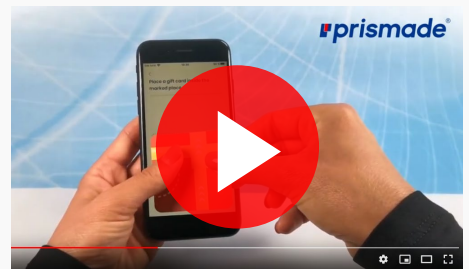
Printed Smart ID

PrismaID is a fully printed, eco-friendly electronic identification solution. It is more secure than optical systems like QR codes and comes at lower cost than RFID/NFC applications.

PrismaID is the digital bridge for high volume applications with a strong focus on end-user experience and accessibility.

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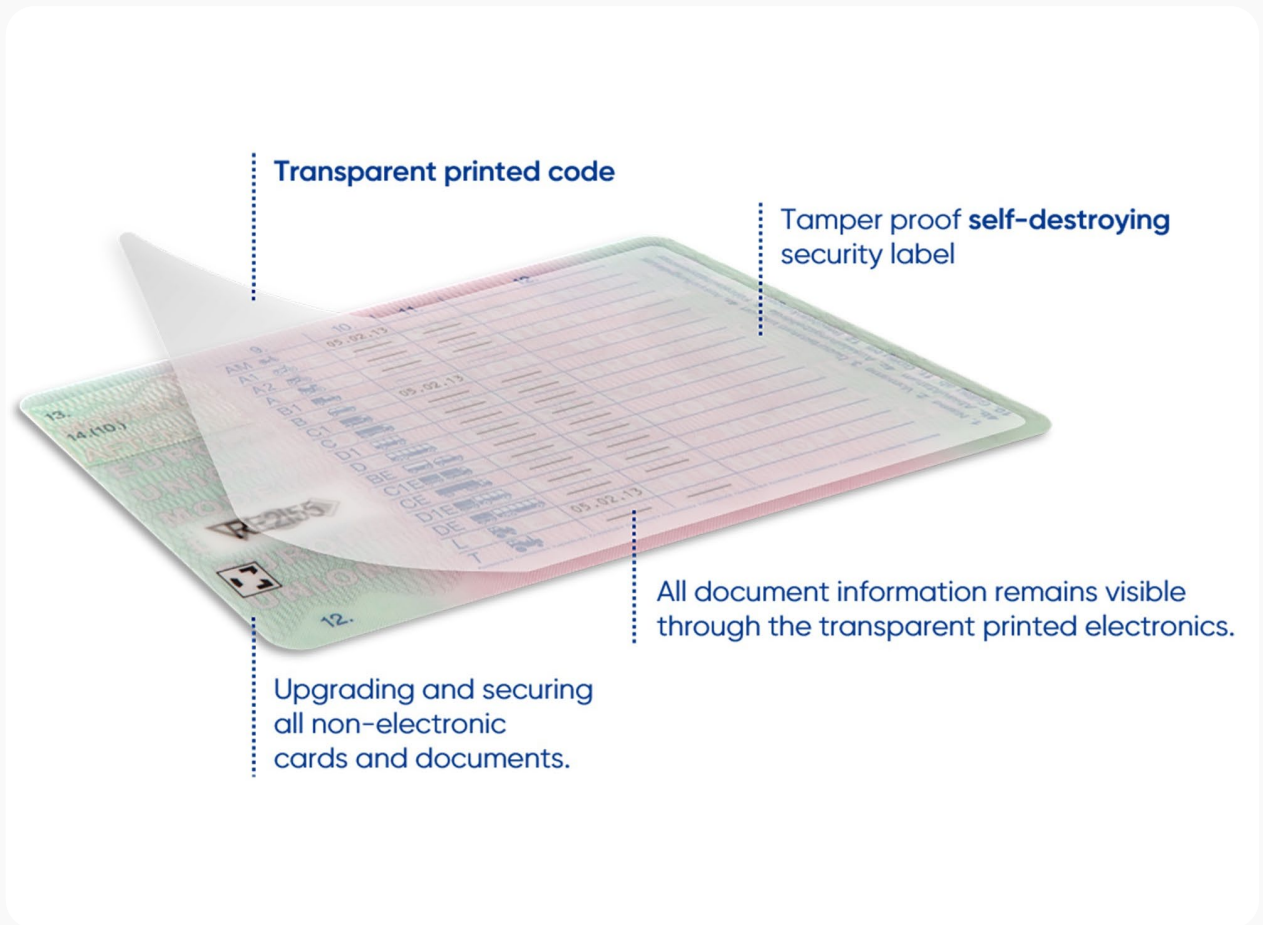
Watch: Magic Paper Preview "Missing Battery"

Watch: Magic Paper "Out of the Box"

Download PDF to watch the videos

Magic Paper – secure and interactive gamification for marketing and loyalty

With magic paper we provide highly interactive and playful print products. Protect any valuable digital content with a key that is playful and fun to activate, creating higher conversion rates and brand engagement at the same time!

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Transparent printed code

Tamper proof self-destroying security label

All document information remains visible through the transparent printed electronics.

Upgrading and securing all non-electronic cards and documents.

PrismaID Label

Protect valuable and sensitive documents like cards, contracts or certificates with an easy-to-use security label and connect them to digital services.

PrismaID label is a patented, printed transparent digital code. After this label has been applied to a document, it is used as a secure proof-of-presence and a key to authenticate or access digital services tied to the document. To activate the key, the document with the attached label is simply placed on a smartphone. On a verification website, the printed code will then be verified just by a swipe using the touchscreen sensor of the smartphone. This creates a straightforward and highly accessible security and verification tool, that anyone with a smartphone can use, even without prior knowledge about the document.

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