

PRINTED SMART DEVICES

 **prismade**[®]
FutureLab of  **edding**[®]

OUR MISSION

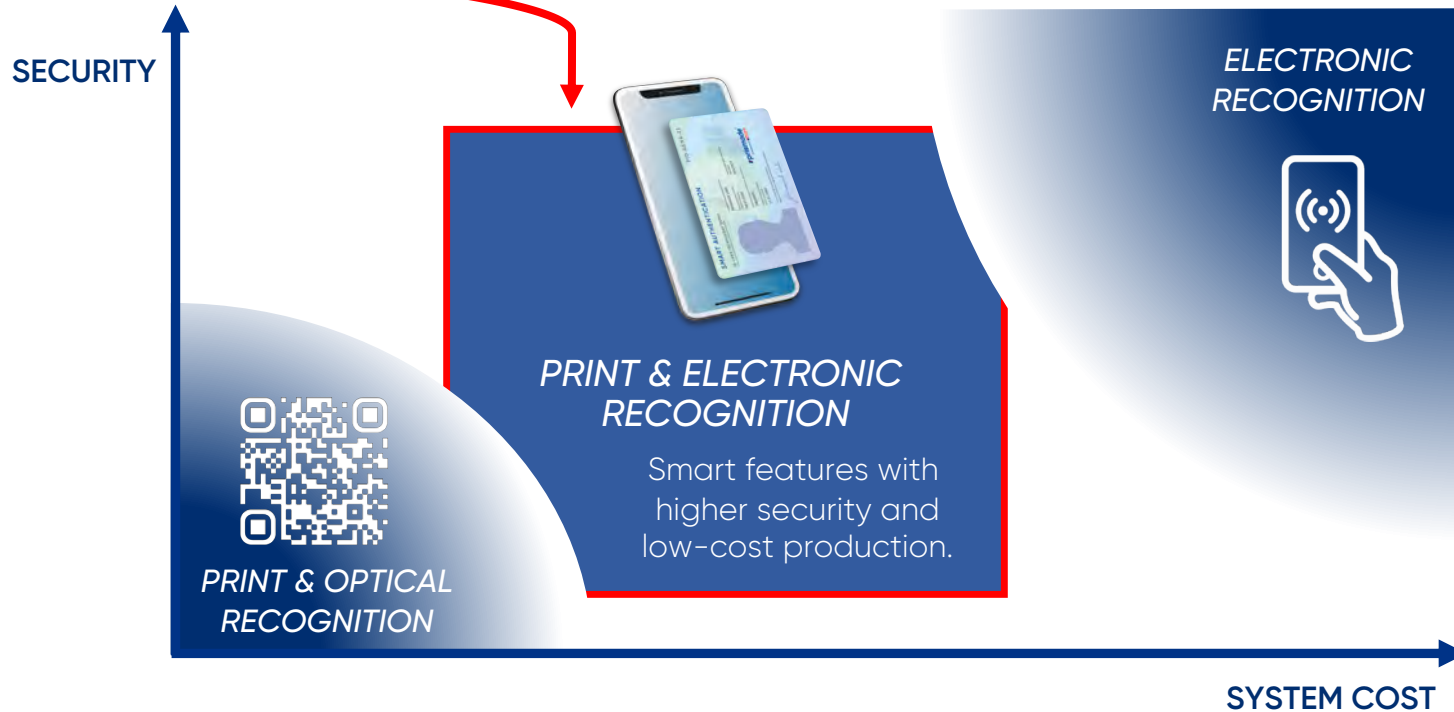


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Enabling digital
business with secure
and sustainable
paper electronics.

COMPARISON OF DIGITAL TECHNOLOGIES

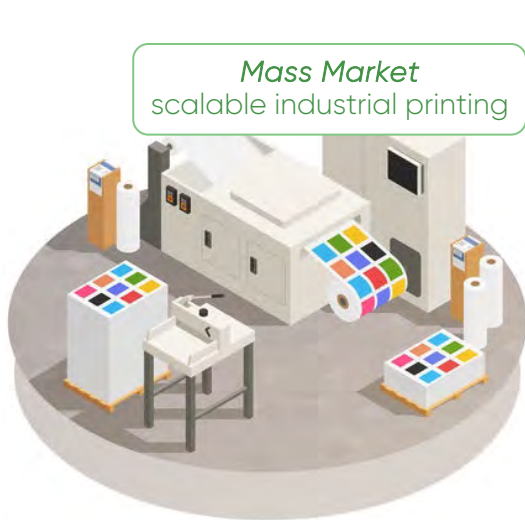
Filling the gap with copy protection and connectivity at low cost for secure documents.



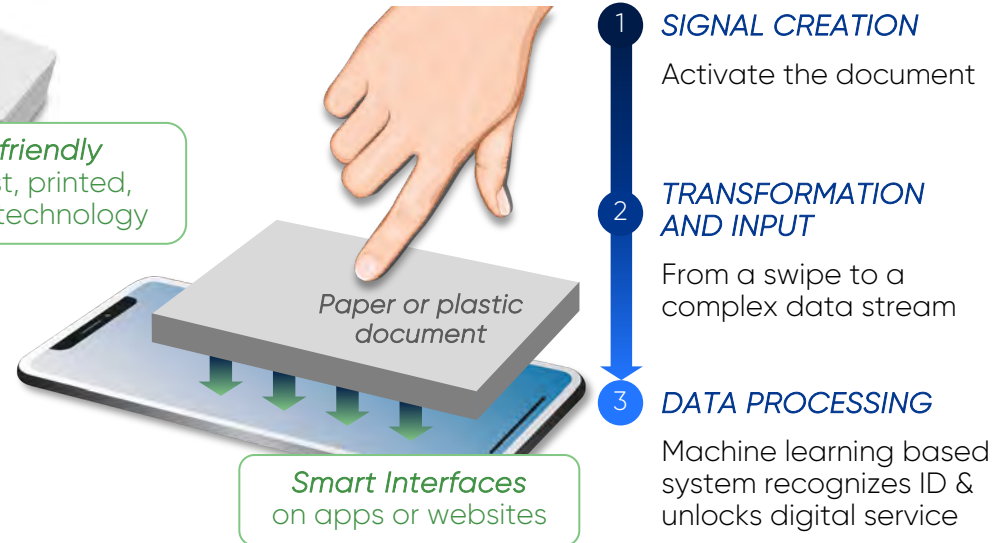
TECHNOLOGY OVERVIEW

Prismade has created, patented and market tested a technology platform at the intersection of printing technology, machine learning and the smartphone eco-system.

Printing functional pattern directly on product



User friendly activation & communication

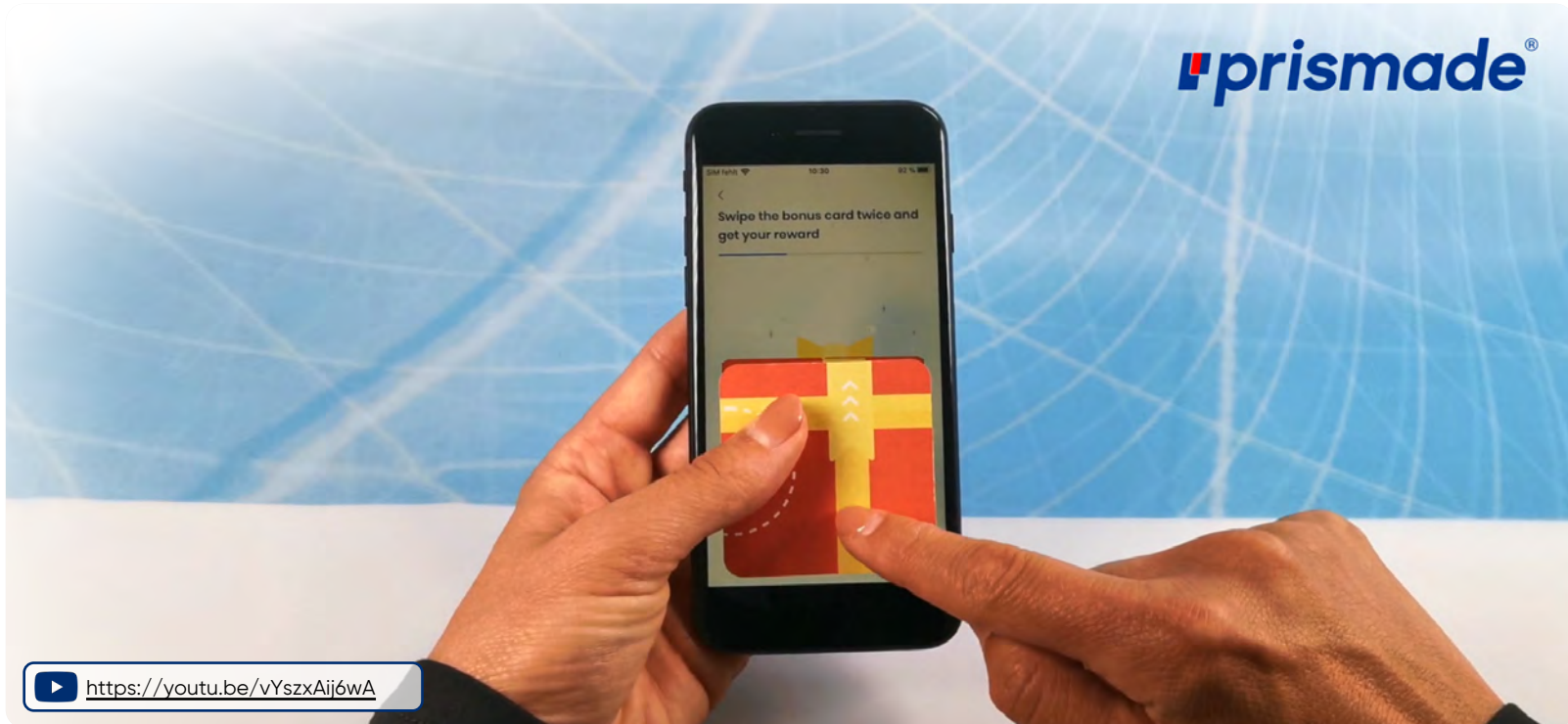




*End-user focused,
authentication and
playful interactivity*

USE CASE EXAMPLE: MAGIC PAPER „OUT OF THE BOX“

Open your present! A bonus card that comes with a WOW-effect.



USE CASE EXAMPLE: MAGIC PAPER „MISSING BATTERY“

A paper card grants exclusive access to a lottery game.

The „machine“ only allows authentic cards (your customers) to play.



PRINTED SMART ID – USE CASE EXAMPLE

„VIP Access for Banking“ – Securing QR code with copy-safe proof of presence.



KEY FACTS



INTENSE INTERACTIVITY

- Card reacts to the user – playful, fun and curious
- Longer and more intense usage
- Higher conversion rate – higher brand interactivity

SECURE & AUTHENTIC

- Proof of presence & purchase
- Protects digital content
- Increases the perceived value of paper

GREEN TECHNOLOGY

- Fully compostable technology
- Digital and sustainable
- Pioneering approach for green IoT

Magic paper that excites curiosity!

Protects (prizes/coupons/games/content) and activates them exclusively for your consumers!

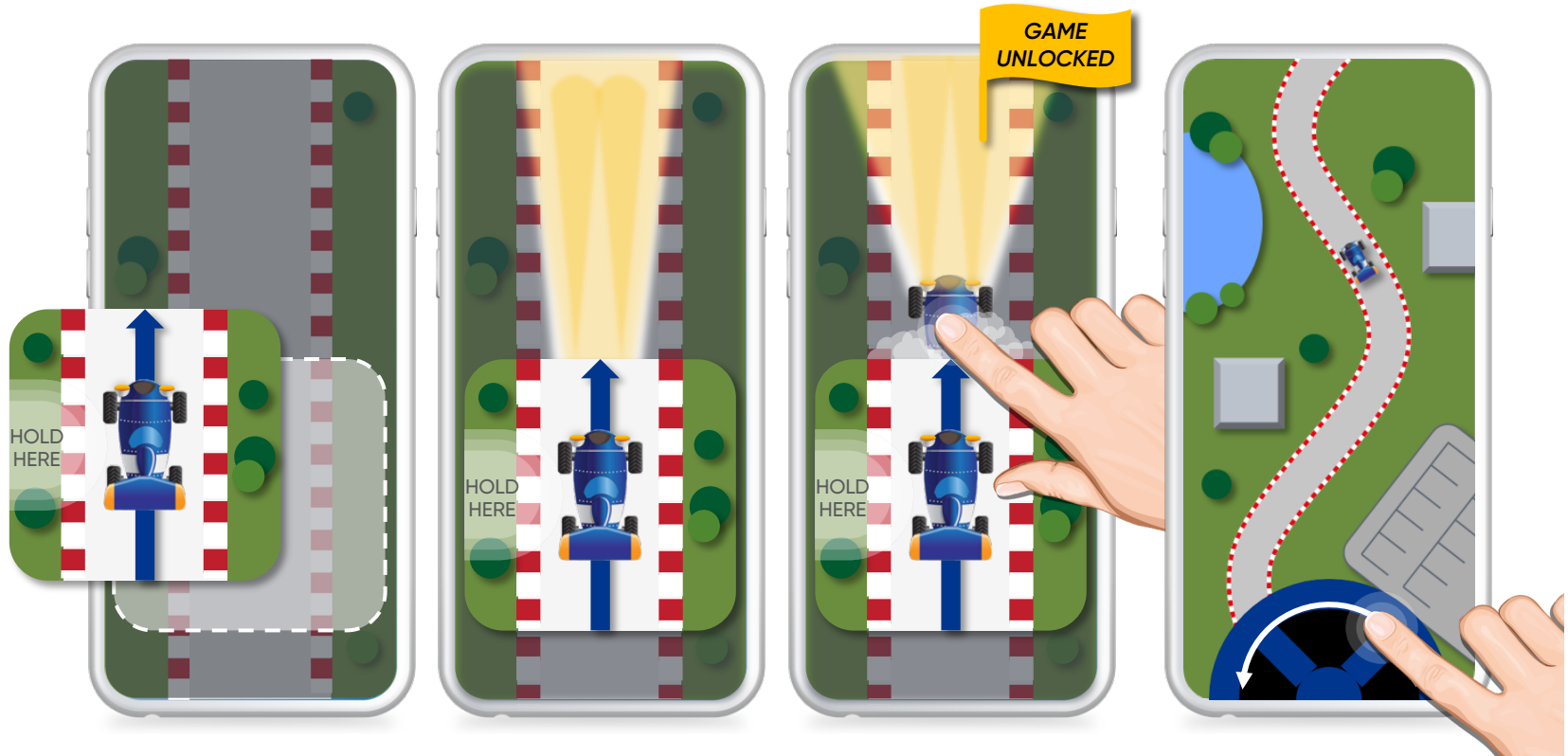
Eco friendly gamification for a smart generation!



Some more creative ideas ...

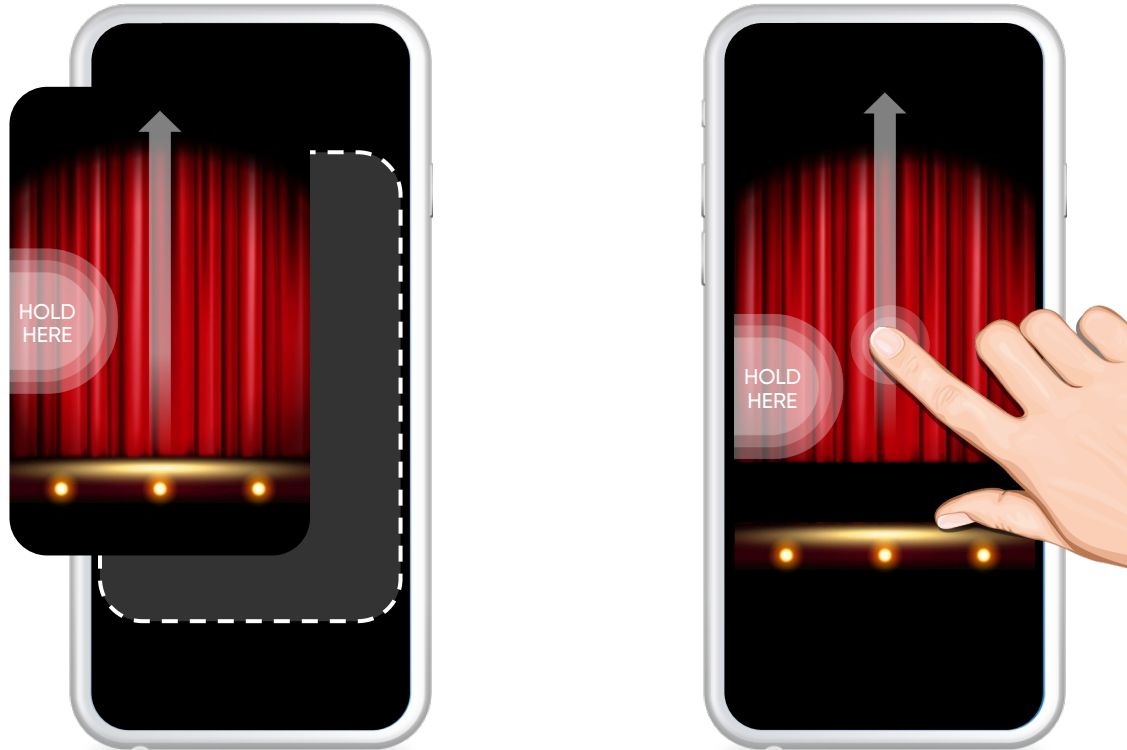
ENDLESS CREATIVE OPTIONS

Activate a digital game collection by kick-starting your toy directly from an exclusive promotion card.



ENDLESS CREATIVE OPTIONS SECURING DIGITAL CONTENT

The „magic curtain“ reveals the secret website content when you swipe over the card to open it.



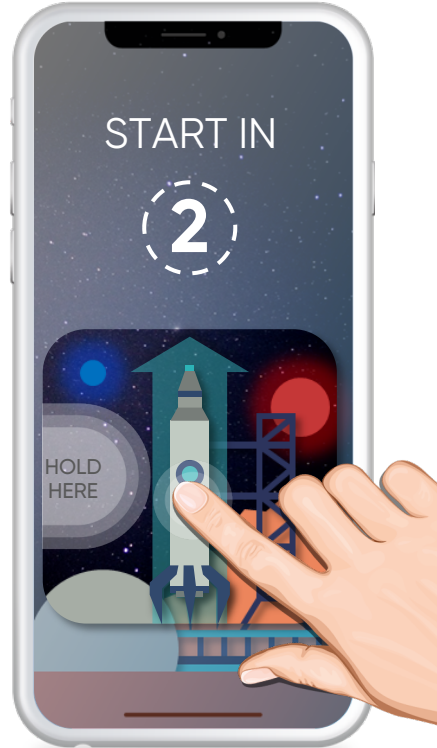
ENDLESS CREATIVE OPTIONS GAMIFICATION FOR BONUS, LOYALTY, MARKETING

„Throwing“ game elements from a physical card into the digital space.



ENDLESS CREATIVE OPTIONS GAMIFICATION FOR BONUS, LOYALTY, MARKETING

With a truly playful approach, paper comes to life to create an entirely new and magic user experience.



Thank you for your attention!

Prismade is **licensing** its unique technologies and is interested in partnering with businesses in **product development, manufacturing & sales!**



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