Prof. KP Ludwig John

Video stamps for post cards
NFC - Projects

NFC-Chips

- Re-Writeable
- Capacity: a few kB
- relatively cheap to produce
- small physical dimension
- robust (because it's possible to hide or cover)

- perfectly suited
to be placed inside objects

To create:

mobile experience

mixed reality applications,
where smart phone and physical Environment merge into one joined user experience

Examples:
NFC - Projects

the post card with video function
Paperbits combines the charme of traditional postcards with digital media technology:

Record your personal video clip with your mobile phone, encode it onto your paperbits postcard, handwrite your individual greetings and send it.
Get a (paperbits) post card and write some greetings on it
Go to Post Office
Die Postkarte mit deiner ganz persönlichen Videobotschaft
www.paperbits.de

Absender: Paperbits-App im Android-Store herunterladen, dein Video mit der Postkarte verlinken
Empfänger: Postkarte scannen, Video anschauen

Voraussetzung ist ein NFC-fähiges Handy. Siehe: www.nfc-handy.eu

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Projectgroup PaperBits
Prof. PoC

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Gesäß Kümm

Gesäß Kümm

#6161 Auftrag

GERMANY

Buy stamps
Stick them onto the card
Post the card
The recipient will certainly be happy to get your post card, read your **handwritten text** and see the printed **photograph** on the other side.

On top of this, an **NFC-enabled mobile phone will play back your personal video message**, which you've encoded on the card.

Here is, **how it works:**
2 weeks later: card was in the mail box
Place NFC-smart phone on the card
Watch the video
Die Postkarte mit deiner ganz persönlichen Videobotschaft

Raperbit-App im Android-Store herunterladen, dein Video mit der Postkarte verlinken, Postkarte scannen, Video anschauen

GERMANY
Few months later: the card (and video) is still kept on the pin wall.
NFC - Projects

Released as Android-App July 2012
Available at the playStore

From Prototyp to Market:

**Professional production** of first series of cards in April 2013

Marketing partners work on **professional release in Europe**
NFC - Projects

ShareTag
Wilfried Pfifl

Developes Paperbits idea one step further. NFC-Stickers provide even more flexibility.
NFC - Projects

ShareTag
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mobile experience

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ShareTag - Media Elements

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Advantages:

Usable in combination with every physical object

Broad Variety of media elements
such as Video, Audio, images, series of images

Released as Android-App March 2013
Available at the playStore