



H2020 research and
innovation framework
programme

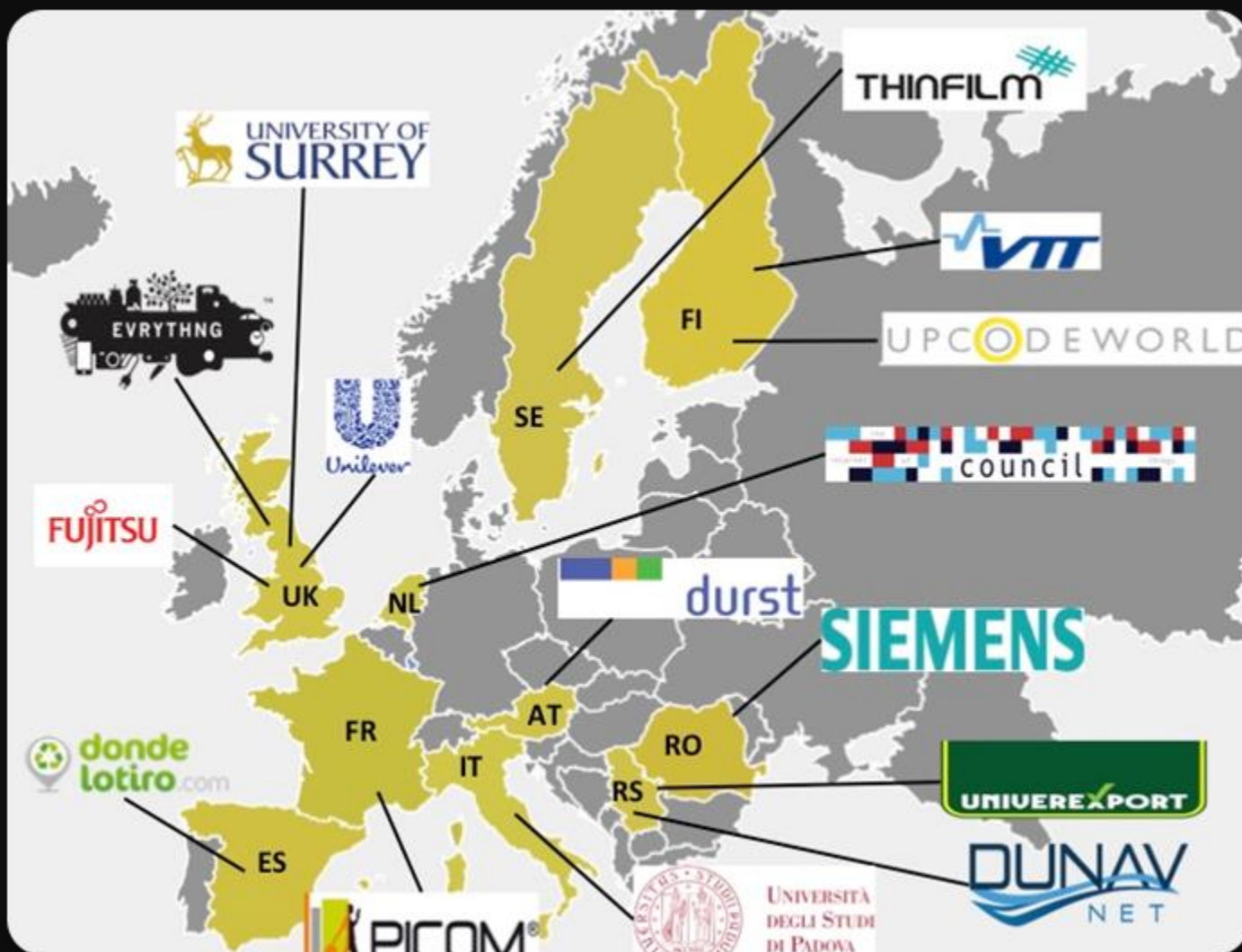


SMART TAGS DRIVEN SERVICE PLATFORM
FOR ENABLING ECOSYSTEMS OF
CONNECTED OBJECTS

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Consortium



- **Serbia:** DunavNET, Univerexport
- **UK:** Fujitsu Laboratories of Europe, Univ. of Surrey, Evrything Ltd., Unilever
- **Finland:** VTT, UPC Consulting Ltd.
- **Italy:** Univ. of Padova
- **Romania:** Siemens srl.
- **Sweden:** Thin film Electronic AB
- **Austria:** Durst Phototechnik Dig. Technology GmbH
- **France:** Pôle des Industries du Commerce
- **Spain:** Lmental Sostenibilitat i Futur, S. Coop.
- **Netherlands:** Resonance Design
- Web: www.tagitsmart.eu
- Email: info@tagitsmart.eu

TagItSmart video



<https://www.youtube.com/watch?v=oLV13iKRswU>

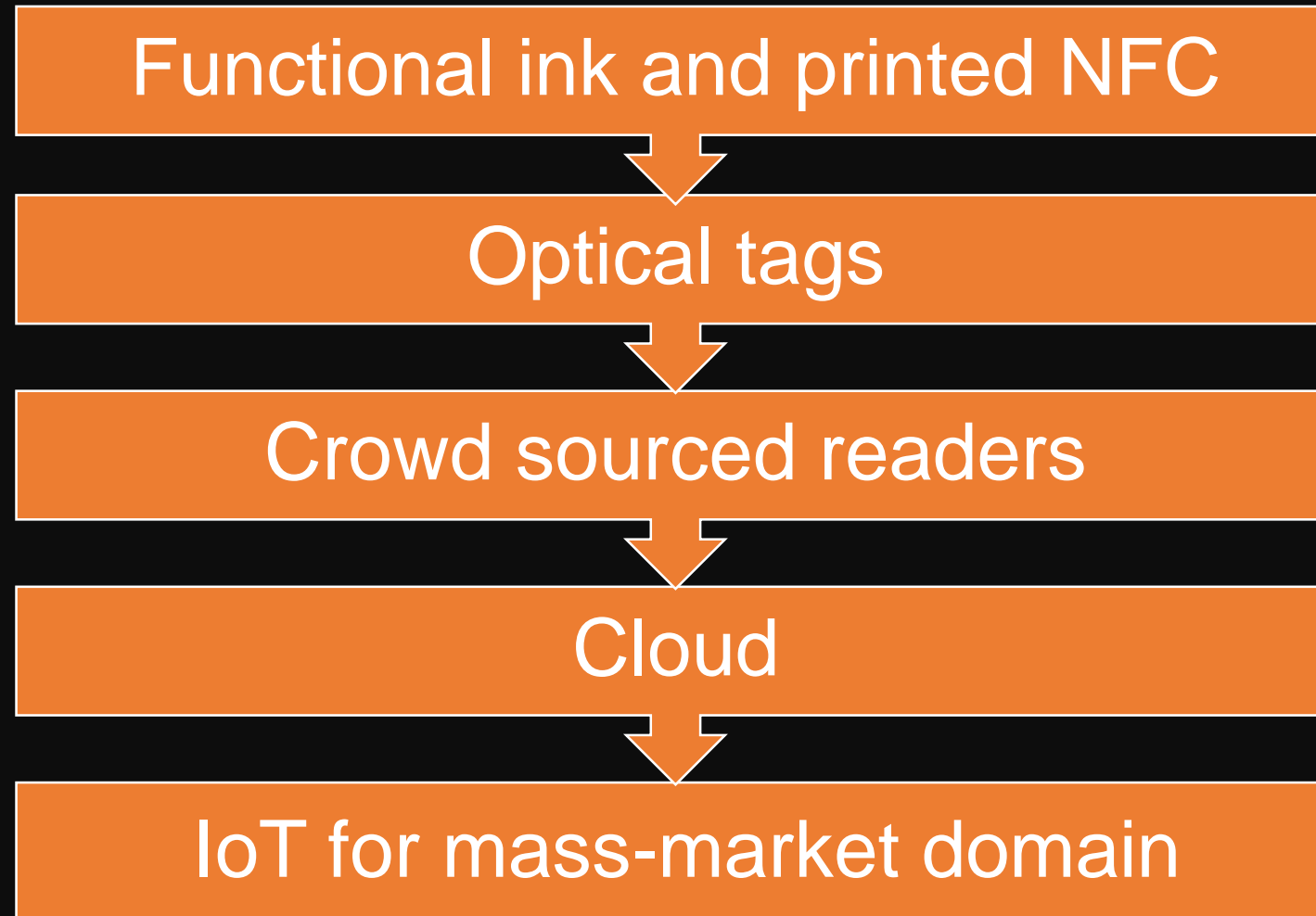
Overall objective

Connected mass market products



with unique identity that can
report on their environment

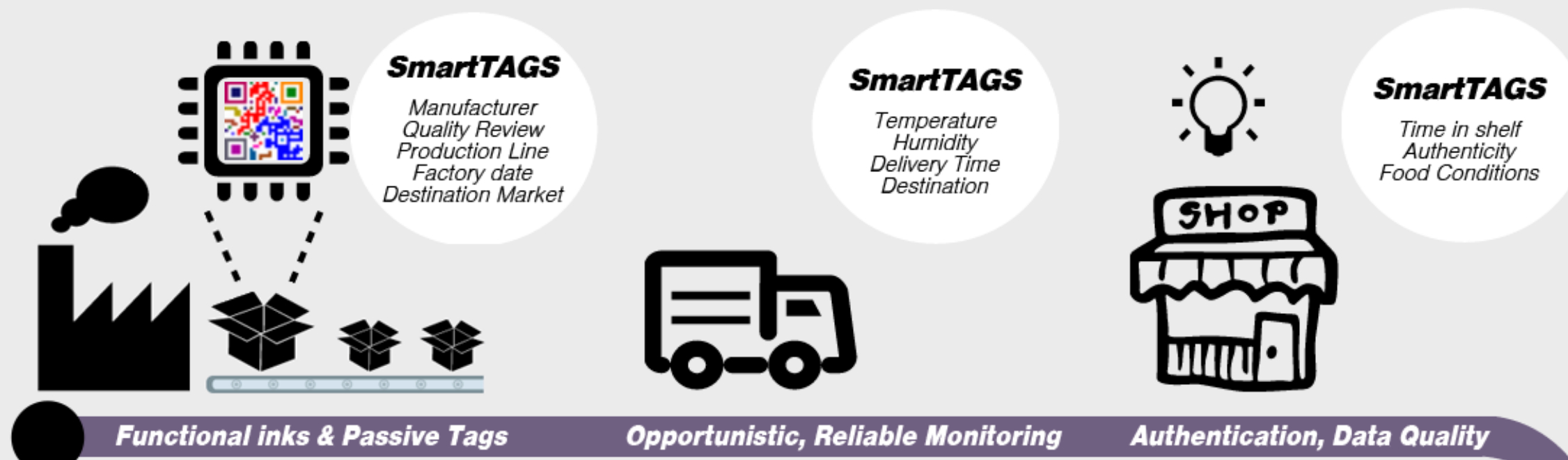
Overall vision





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688061

Consumer Oriented Ecosystem



Manufacturing

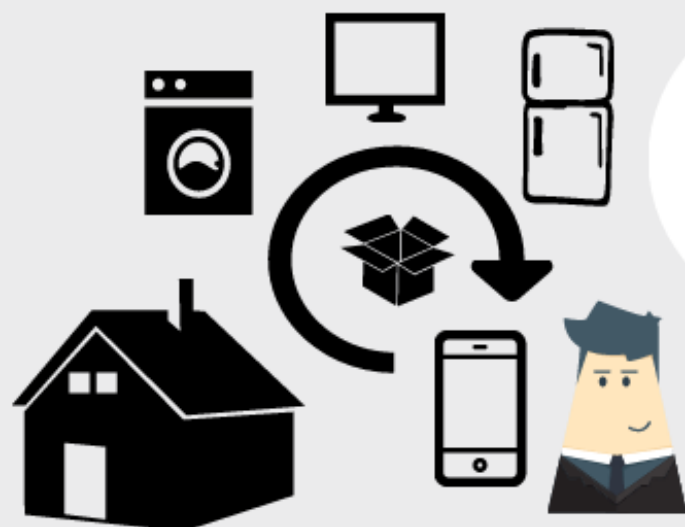
When products are manufactured, SmartTAGS are attached to the products. Information about the manufacturing process is attached and monitored

Transport & Logistics

SmartTAGS are able to sense environmental conditions to guarantee proper delivery management

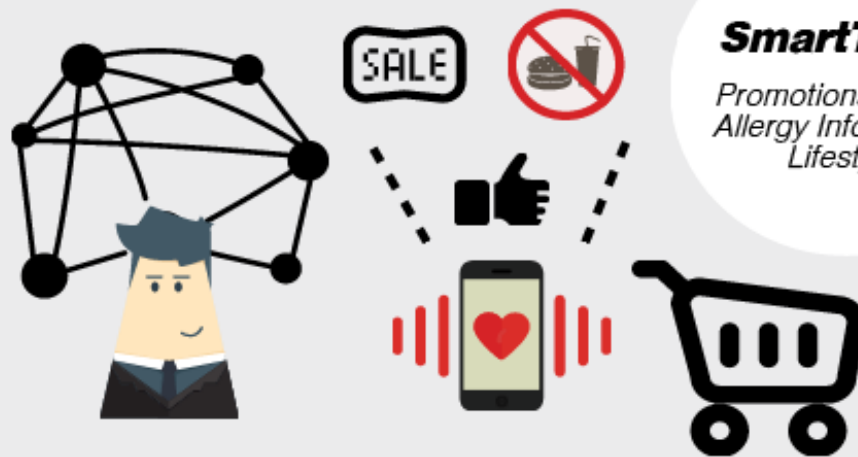
Retailers

Retailers can integrate SmartTAGS in their systems to control time-on-shelf, authenticity of products or food conditions



SmartTAGS

*Serving
Temperature
Storage conditions
Usage
Warranty
Expiration Date*



SmartTAGS

*Promotions/Offers
Allergy Information
Lifestyle*

Consumers At Home

Sensing and identification properties can be used for recommendations on usage, storage, as well as linked to smart appliances, enabling the creation of innovative home services, such as self-repairing appliances



Open APIs

Third party services

TagItSmart! open platform enables the connection with additional third party services or applications that can use the information of the life of the product and user interactions in additional ways

Consumers In-store

Consumers experience before buying is enhanced with SmartTAGS, providing information that can be linked to the consumer profile and social network to provide better services and engagement



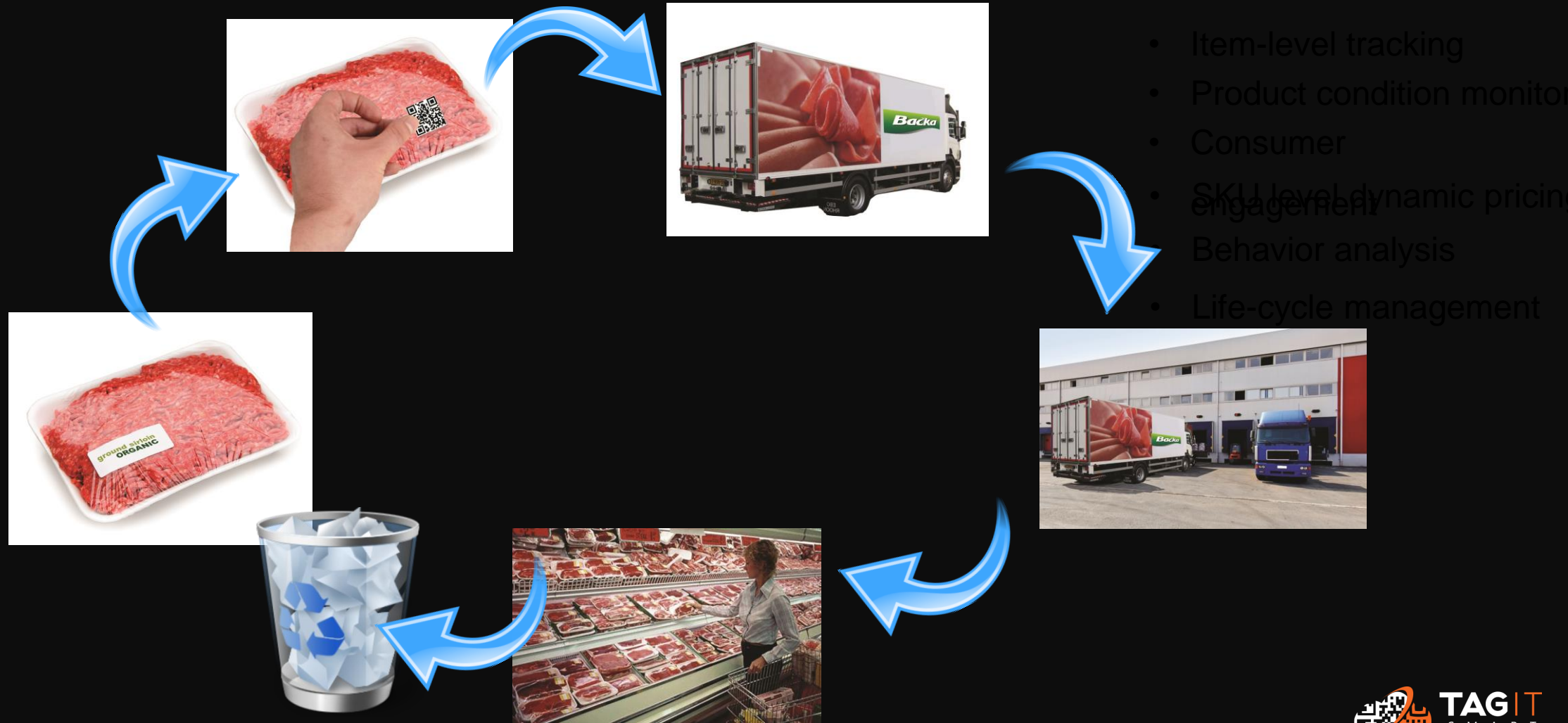
Community Engagement

Recycling and disposal

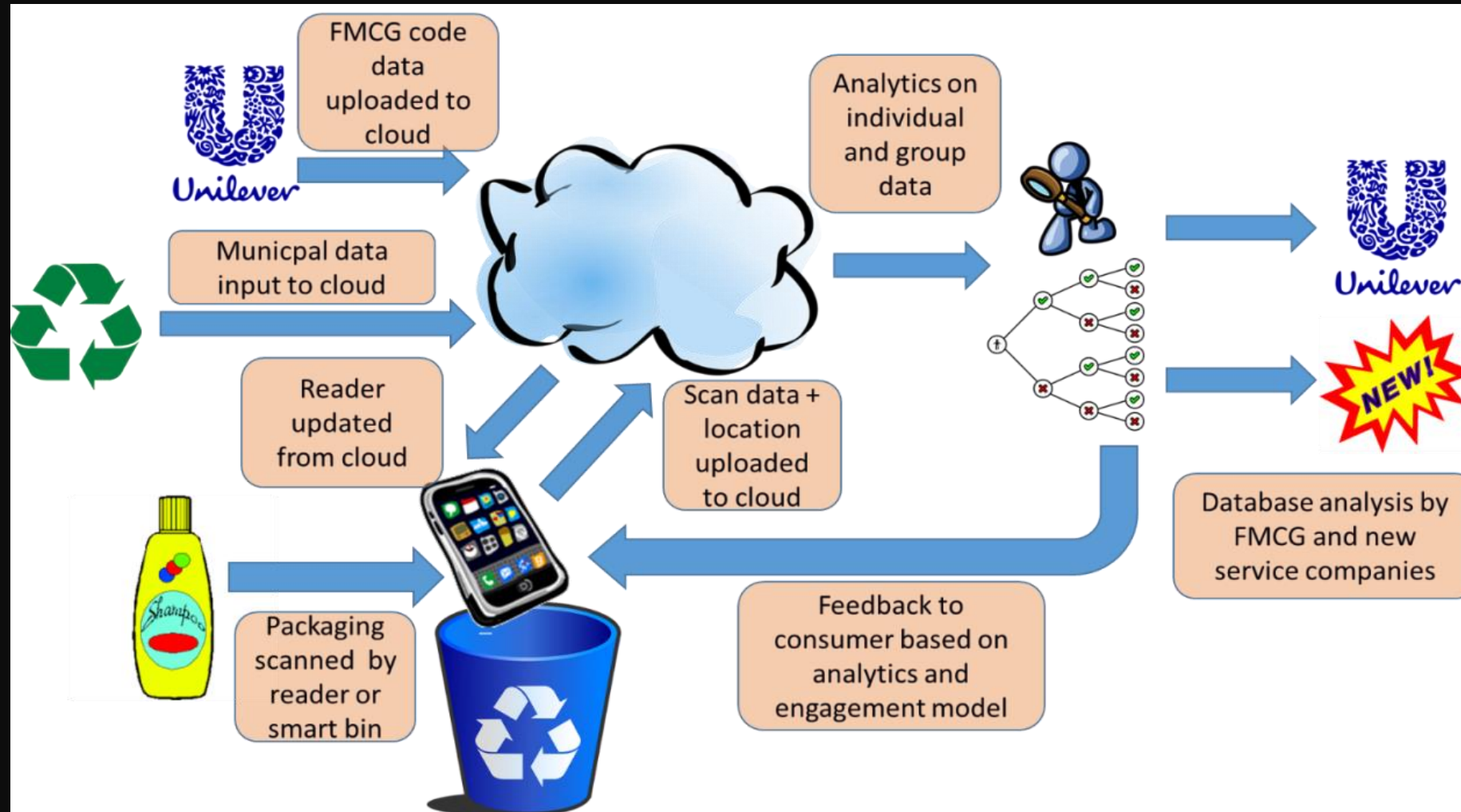
SmartTAGS can give advice about how and where to recycle the product based on local regulations. SMARTBins can read the products disposed and give rewards to consumers to promote recycling.



FULL CONTROL OF COLD SUPPLY CHAIN



Lifecycle and Consumer Engagement



Brand protection


1st Readout



On an Aspirin box a TagItSmart! „Proof me if you can!“ QR code is embedded to the package.

By reading the QR code using a common QR code reading software you get information on the product and a link to either downloading a secondary software / plugin or cloud access for the advanced readout: the “Proof me if you can!” originality proof. In the above QR code you just read “0”.

Originality Proof!



The new information received from the 2nd reading interconnects to manufacturer data (such as date, place of production, batch number...) that furthermore decides if the data are approved and match to existing products.

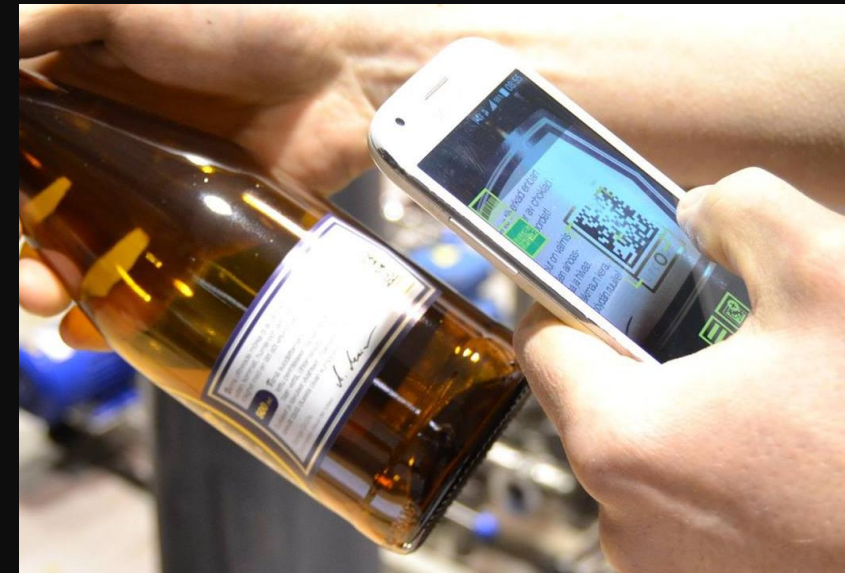
If there is a „match“ in data, the „Proof me if you can!“ app / plugin / cloud access reveals originality of the product – it is what it is.

Home services

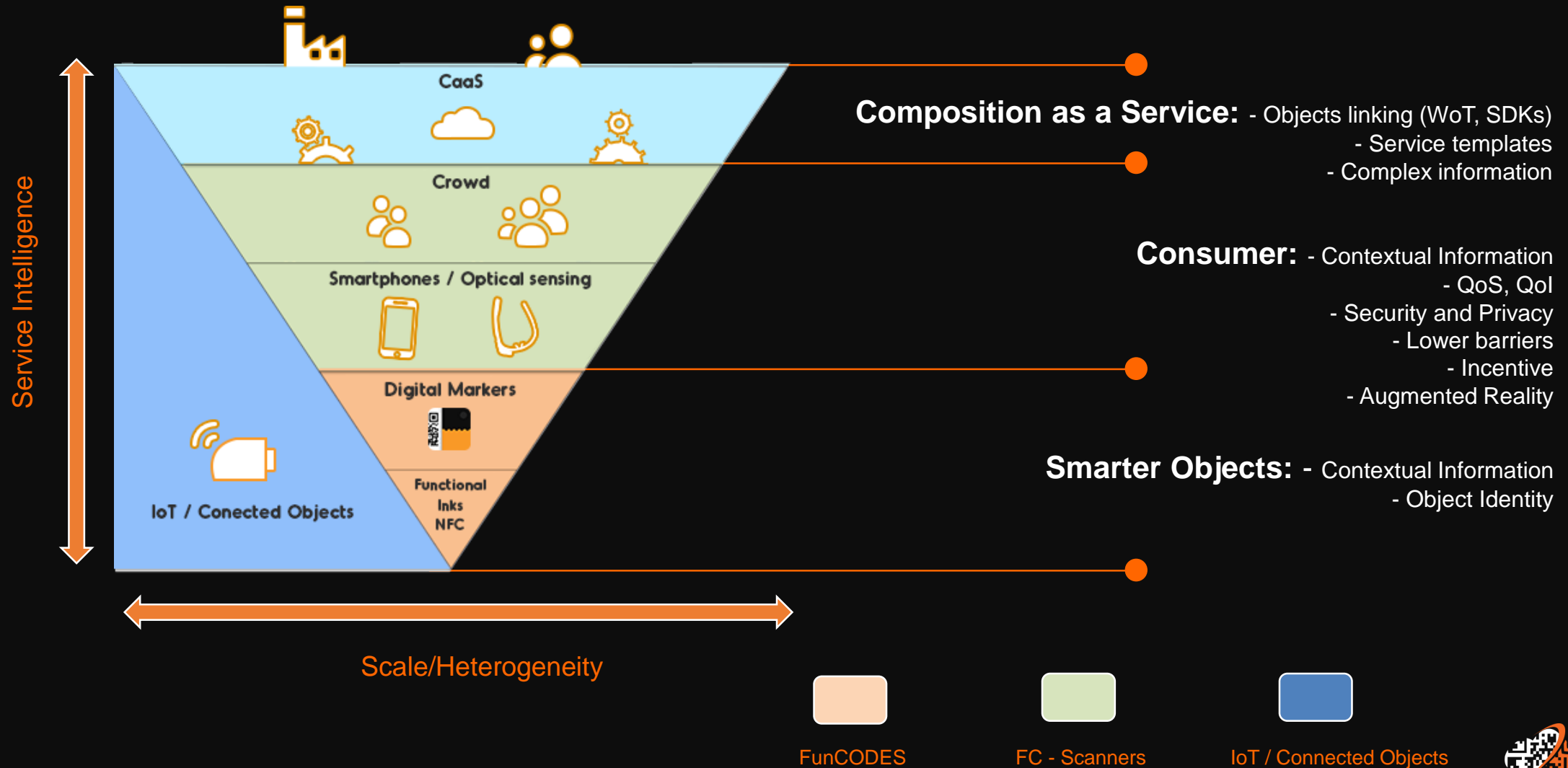
Retailer as a service provider or a trusted third-party.

This DYI use case specifically

- Facilitate the “inhabitant’s life” at home



Research challenges



Last, but not least...

2 open calls

- budget 1,200,000.00EUR

Open call #1:
Q1 2017

- Extending TagItSmart platform

Open call #2:
Q1 2018

- Piloting services utilizing TagItSmart! functionality



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Functional ink + optical tags + crowd sourced smartphones + cloud =
IoT for mass-market products

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