

# WHAT IS To TAP!?

To TAP! is a service that allows NFC (Near Field Communication) tag owners to edit media content assigned to that tag so users can use our app to read that varied dynamic digital content (images, text, video, links, etc).

This content is managed by the tag owner and depends only on their creativity. You may find everything informational content, discount vouchers, a prized tag, etc. The contents are virtually unlimited and absolutely flexible in nature.

It also allows editing actions like adding a Wi-Fi network with a tap or invoking an IFTTT service with a tap.

**Each tag you buy comes with 100 user taps topped up on your account.**

**The offered taps can be used on any tags.**

**Tags or taps packs can be bought on our online store – prices reduce with volume.**

## **What tags are these?**

These are self-adhesive or pvc labels with near field communication (NFC) technology that can be read by virtually 75% of today's mobile devices. This technology allows reading to be done without contact.

## **Wait, what's NFC?**

Have you ever wondered what makes tap-and-go services like Apple Pay, Android Pay and Amiibo work? As much as it seems like pure magic, it isn't.

So what is it exactly? Simply put, it's a method of wireless data transfer called NFC (Near field communication) that detects and then enables technology in close proximity to communicate without the need for wired/wi-fi connection. It's easy, fast and works automagically.

## **Which mobile phones can read NFC tags?**

Currently, 75% of manufactured phones have NFC. Most Android devices do and all iPhones from version 7 have built-in NFC capabilities. However, only from iPhone XS or XR will be able to read the tag without opening the application beforehand.

## **Want to know more?**

Download our app from Google Play Store or AppStore and approach the phone up to about 1-2cm from the tag to read its contents.

## I'm a tag user

### **Ok, these tags work on NFC, got it. But how do I turn on NFC on my device?**

On an android slide, just access the same menu where you turn on Wi-Fi by sliding your finger from the top of the screen downward. Click on the icon similar to the Nespresso logo. In case you can't find it there, look in the settings, click more and look for NFC.

On iPhone you do not need to turn on NFC (it's always on). Just open the app before approaching the tag.

### **What happens if I read the tag without the application installed when approaching my mobile phone?**

- **Android devices**  
If your Android device has NFC, make sure it is activated and bring the phone closer to the tag – you will be forwarded for the app on Google play store
- **What if I try it with an iPhone?**  
With an iPhone XS or XR device you will be directed to our app on the AppStore.  
Below these versions, you will have to install and open the app first, or the phone will not read the tag (this is a limitation...)

### **However, when the app is already installed:**

On either device, you can open the app and approach the device to a tag to get all the content and trigger actions from it. If it is an android device, you can approach the mobile phone tag without having the application opened beforehand.

## More about our tags

The content is not in the Tag. The tag has only the information necessary for our cloud to know what content is associated with the tag when it is read by a device.

We have combined the concept of Content as a Service with NFC technology. Since all content is stored in the cloud and not in the tag, the content is virtually unlimited.

### How much content can I put in a tag? Is there a space limit?

There is no space limit. However, we do not intend to find tags with books and 400 page manuscripts, 500 images per tag, etc... It is nonetheless possible, though not advisable, as it makes the management of the contents very difficult.

### Does the tag need to have nearby Wi-Fi or battery to be edited or read?

Neither one nor the other. The tag is only active when the device approaches it, taking advantage of the electromagnetic field created by the device in the reading process to obtain the energy that it needs and respond with the content of the tag to our app on your device. To edit a tag, you only have to login to our web platform. Next time there's a tap, new contents will be displayed – automatically!

### Digital content:

Once you tap a tag, as your device will then get the digital content from our cloud service, only the device needs have Wi-Fi or data on. The tag does not need WiFi nearby to be read or to be edited. Also, if the tag owner chooses to, the tag content will all be kept in your device for a defined retention-time.

### Retention time? What is that?

It is the time set by the owner of each tag to indicate how many hours you want the information to be retained on the device after reading a specific tag so that the next tap on same tag, same mobile phone, will use the information already downloaded from our cloud service. Therefore, this subsequent tap will not be charged or any other tap made before the end of retention time defined for that tag.

We thus avoid costs to the owner of the tags for misuse. It also allows flexibility to set validity on some content, like on-site discount vouchers, this way.

### What options do I have for retention times? Easy:

You can choose the duration which contents will be kept in user's mobile device To TAP!'s wallet:

- 1h – great for short term discount vouchers – Shopping malls, nearby stores, etc
- 4h – good for galleries, half-day events, etc
- 24 – great for full-day tickets, offers, big museums, etc

You might choose not to have retention time in the tag. However, remember that this means that each tap on that same tag will always be charged, regardless of the time elapsed since the previous tap.

### Where are tags placed?

Tags can be placed on any surface. Although if you want to place the tags in metal, or outdoors, for example, you should use an appropriate tag model.

**Types of tags:**

We have 3 types of tags:

- Paper adhesive
- PVC
- On-metal

These models cover virtually every situation and use case. But if you have any particular requirements, please just send an email and we will find the solution that fits your needs.

**I approach the phone to the tag and nothing happens. Is the tag easily broken?**

A tag has an average durability of 2 years. Paper tags are naturally a bit more fragile, but the PVC tags can withstand between -25°C to 70°C. However, like any product, tags may be damaged if handled improperly.

# I'm a tag owner – how does it work?

## How to Edit:

How can you add content to a tag or edit content later? You can use our back office to manage and monitor your tags. You can edit the contents of each tag whenever you want from a desktop browser or mobile phone.

## How long does it take for tags to reflect content updates?

Tags are updated instantly. The next time someone reads the tag you just edited, they will get the updated content. That will cost you 1 tap!

## Costs when reading tags:

What are the associated costs for using our service?

- For the end user reading the tags, zero. The user does not pay for reading one tag, or several!
- For tag holders, prices for each tag start from €0.63 and vary by tag model. These tags are ordered from a partner representing the To TAP!'s service that manages your provisioning and/or content or directly on To TAP!'s store that you can access once you login. You can also charge-up your taps plafond in our store.

## Like it? Gets better:

Here comes the good stuff. You get 100 free taps for each To TAP!'s tag you buy - no extra cost for you. Yes, we offer 100 taps per tag. If you need more taps, you can buy tap packs on our online store.

## But wait, why would I pay 0.63c per tag if I can print a QR code on a sheet of paper?

**One question:** Do you usually use QR codes? Ever wondered why?

There are several limitations that do not allow you to use it comfortably, be it brightness or camera specifications, crumpled QR code paper, moisture or ink wear over time, among others. With NFC, you just have to touch the phone. Tags last over 2 years. They are different technologies and NFC limitations are removed by our service. Just try it. You'll love it!

- **Additional QR Code limitations:**
  - **Technology:** Our tags can also be incorporated into a product or concealed in fabric, used in ways QR Code will never be able to compete with. NFC leverages proximity instead of image capture, getting rid of a series of issues.
  - **Content storage space:** QR codes and usual NFC implementation are both limited as a referral to a website or static information. Our solution removes this limitation. You can always change the QR code, but count on the cost accumulated printings and QR code management platform costs over time, for each change you make.
  - **Convenience:** Think how different the processes of getting the information are, between technologies (quite distinct):
    - QR Code (full breath in):
      1. Open the camera application
      2. Read the QR Code (take your time to focus)
      3. Click on the link popup obtained from the read QR code
      4. Browser opens and you can see a URL that's available online

- NFC (breathe out now, this one's quick):
  1. Tap the tag and the app opens to show all content or execute an action in our mobile app

**Moreover:** If tag owner wishes so, app ensures information is saved so you can check it out offline, later. This also enables quickly triggered actions without having to go through a full process – just tap.

### **What keeps me from looking for an alternative NFC solution?**

Nothing. You can search at ease, there is no solution on the market that allows Easy and remote content management, and less even the monitoring capabilities we offer (know in real time how many people read each of your tags and when).

### **How long do tags take to arrive?**

At this time, orders under 100 tags can be delivered in less than 3 days. For larger orders the delivery time varies between 7-15 days. We are working to reduce the current lead times.