



NAC Innovation

OHMEGA™
Powered by Touchcode™

What is OHMEGA™ Ink?



INTERNATIONAL  PAPER

Connective Packaging Solutions

[Click to Play Video](#)



THINK *the* CUSTOMER
— EVERY MOMENT. EVERY EXPERIENCE. —

INTERNATIONAL  PAPER

How Does It Work?

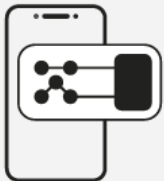


OHMEGA™ Ink + Touchcode's connected packaging solution allows you to turn your package into a portal that **unlocks exclusive digital experiences** for your customers.



STEP 1

Using conductive ink, a unique code is printed on your package.



STEP 2

Customer visits your website or app on their mobile device and touches the code facedown onto the screen.



STEP 3

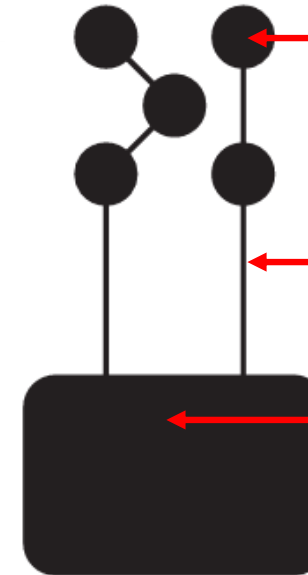
Your exclusive digital content is unlocked for the customer to enjoy.



CLICK ON
IMAGE TO
PLAY VIDEO



Press This Side To
Your Touchscreen

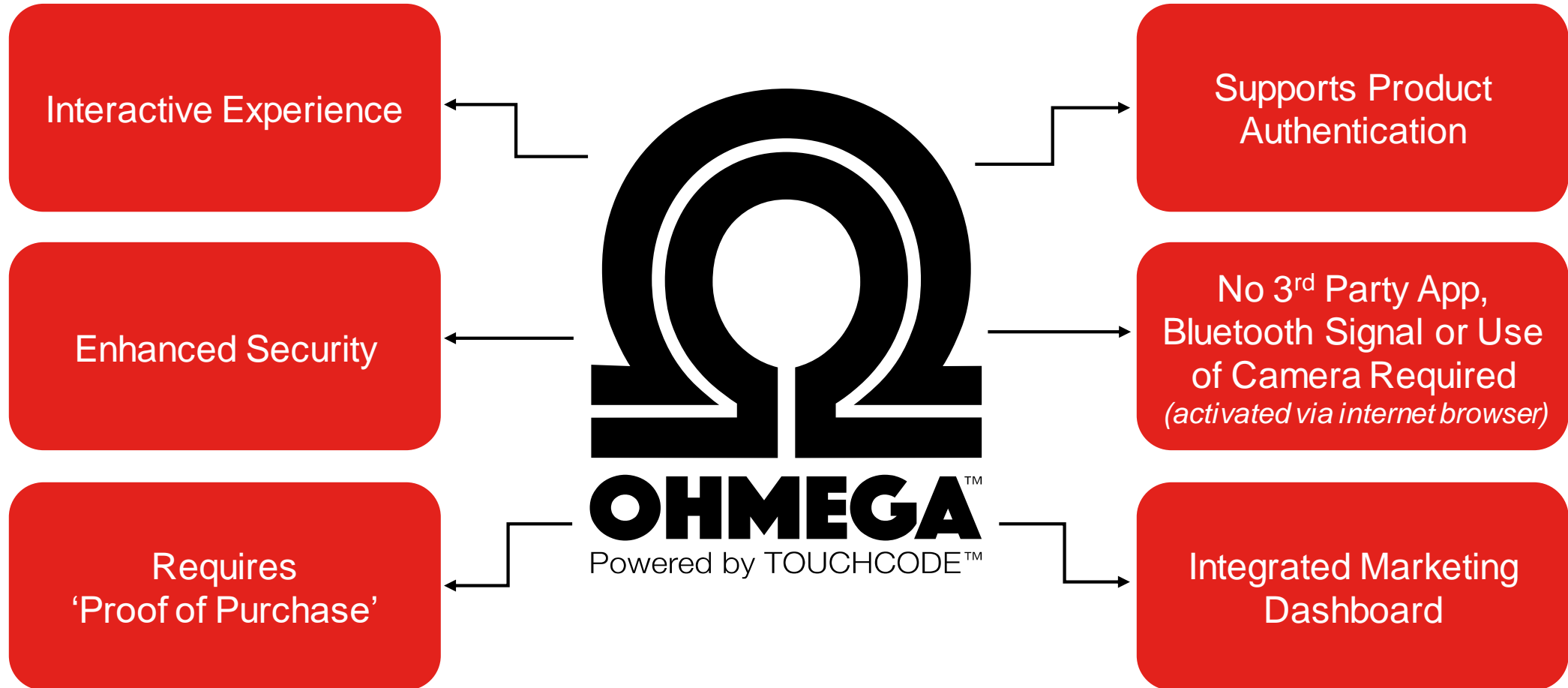


Nodes – Interface with touch-sensitive screen to activate content on phone or tablet

Circuits – Carry energy from capacitor to nodes

Capacitor – Draws energy from body when touched (the “hold here” bar)

What Makes OHMEGA™ Unique?



OHMEGA™ - Greater Security than QR Codes



For Consumers:

QR codes present a growing security threat. QR codes are easily created (for free) and fraudsters are using them to open victims' bank accounts, install malware, and penetrate entire corporate networks.

For Companies:

Unlike QR codes, **OHMEGA™ +Touchcode cannot be copied or duplicated.**

OHMEGA™ Ink +Touchcode also provides a platform for authentication and/or anti-counterfeiting.

Don't let your QRiosity get the best of you!

ADD A CONTACT LISTING
A QR code can automatically create a new contact listing on your phone. If this listing contains malicious information, it could trigger an exploit on the device.

INITIATE A PHONE CALL
A QR code can cause your phone to call a phone number. If this is done maliciously, you could expose your caller ID information to a bad actor.

TEXT SOMEONE
A QR code can create a text message with a predetermined recipient. If you hit send, you could potentially reveal information or open yourself to being exploited by a bad actor.

WRITE AN EMAIL
A QR code can draft an email and populate the recipient and subject lines. If you hit send, you might expose yourself to a phishing attack.

MAKE A PAYMENT
A QR code can facilitate a payment within a few seconds. If the QR code is malicious, hackers could capture your personal or account information.

REVEAL YOUR LOCATION
A QR code can send your geolocation information to an app.

OPEN A WEB PAGE
A QR code can send your web browser to a predefined URL. If this URL is malicious, you could expose yourself to an exploit or undesirable content.

CREATE A CALENDAR EVENT
A QR code can be used to place a meeting on your calendar. This could lead to a vulnerability in the calendar application and potentially expose your calendar to hackers.

FOLLOW SOCIAL MEDIA ACCOUNTS
A QR code could cause one of your social media accounts to follow a predefined account. This could expose your personal information.

ADD A PREFERRED WIFI NETWORK
A QR code can include credentials for automatic network connection and authentication. This could introduce a malicious or compromised network on your preferred list.

mobileiron
@MobileIron | #QRiosity | mobileiron.com

Good Morning America: QR Code Warning



85c899491 974ed81cf2 466deb60 872a6da8d5d 515e
f4f51 140319 System safety compromised 73a
dd2 2d22 d9104
98f6 1486 939729 ac7
abfd e1
2c9c ca4c93f3 14b0 786
83e ca4c93f3 14b0 7383f0a
f1 772e0830 5eb609a9c1
79f 8e1b f 9f9bacc45f3
3 30 f822
c5e547d ab09
b4 8c1c4a5fa
9d5 Security

NEW THIS MORNING
SCAM U
NEW WARNING ABOUT QR CODES
HOW SCAMMERS MAY BE CREATING FAKE ONES TO STEAL YOUR MONEY
GMA

OHMEGA™ Applications



MASS MARKETING

- Deliver unique, rich media content to your customer
- Using physical products to enable a digital experience
- Update digital content in real time without changing product

LOYALTY / COUPONING

- Inspire collectability and brand intimacy
- Track ongoing consumer interactions
- Set targeted rewards based on consumer behavior
- More interactions can create more benefits

COLLECTABILITY

- Hold the product to receive the reward
- Unique offers per location or per use
- Lottery-style digital rewards
- Randomized “Golden Ticket” coupons

GAMING

- Traditional trading cards become digital games
- Collect, add, enable features within a game
- Compete with friends digitally, trade physically

SECURITY / AUTHENTICATION

- Product authentication
- Follow authenticated product across distribution channels
- Can't be duplicated
- Can be created for use with high security dedicated readers

CASE STUDY



23%

ACTIVATION RATE

CASE STUDY

Smashbox

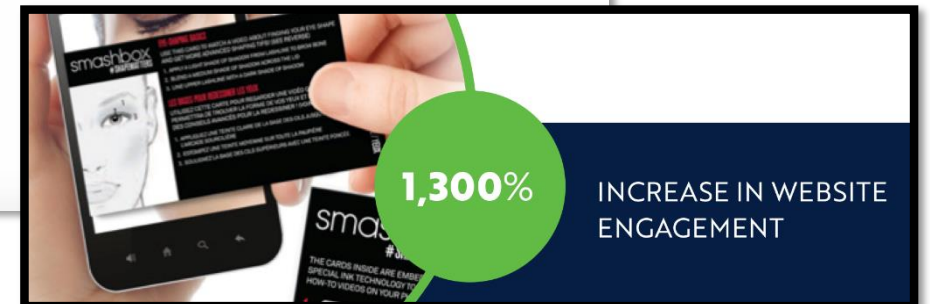
Estee Lauder's Smashbox beauty brand used product inserts to unlock content featuring makeup tutorials exclusive to their customers. The campaign achieved a 23% activation rate and the brand increased time spent on the website from an average of 30 seconds to 7 minutes.

[READ CASE STUDY](#)

THE RESULTS

Over three million cards were deployed within a 12-month period, yielding a 23% activation rate with a return user base of 50%.

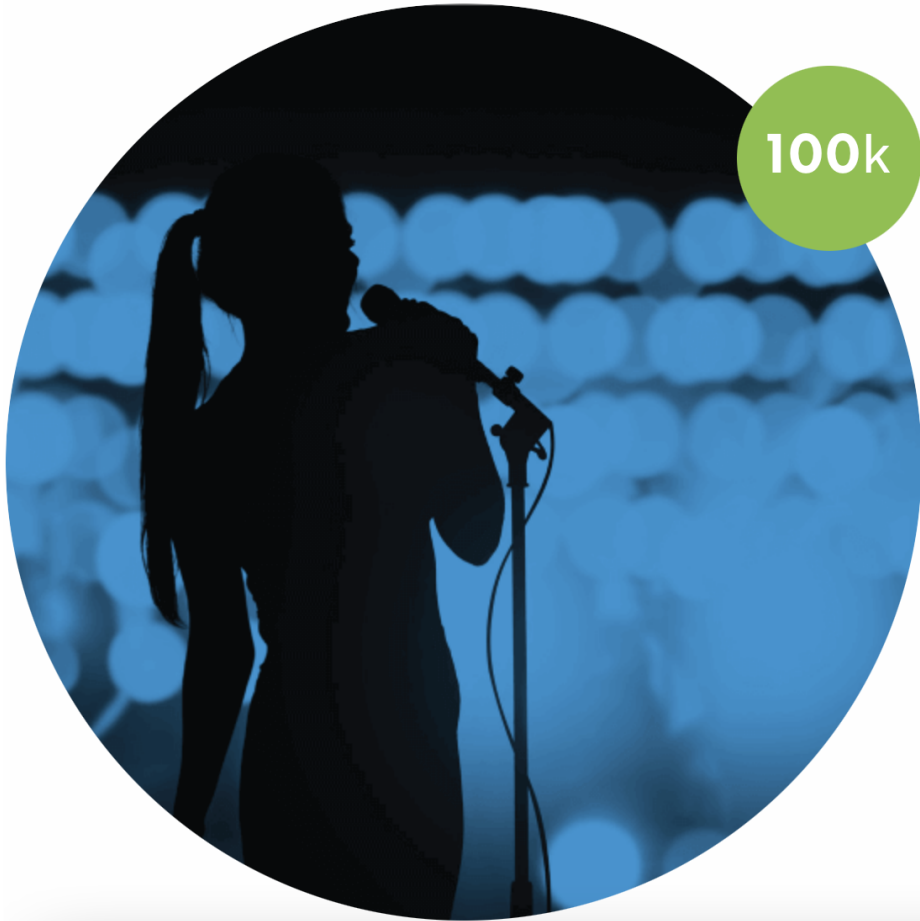
Additionally, by incorporating Touchcode's connected card into its marketing mix, overall engagement time for Smashbox's website increased from an average of 30 seconds to 7 minutes per user.



1,300%

INCREASE IN WEBSITE ENGAGEMENT

CASE STUDY



100k

DOWNLOADS IN 2 WEEKS

CASE STUDY

Disney Violetta

Disney produced 80 different Violetta collectible cards with Touchcode technology that allowed customers to access additional content from the popular TV show. The campaign achieved over 100,000 downloads in its first two weeks, and over three million Touchcode cards were distributed.

[READ CASE STUDY](#)

THE RESULTS

The app was downloaded over 100,000 times in its first two weeks on the app stores and received a 4-star rating in the Apple app store and a 4.5-star rating in the Google Play store. Over three million Touchcode cards were distributed during the campaign, as well.

4.5★

GOOGLE PLAY
STORE RATING

3M+

CARDS DISTRIBUTED

REFERENCE MATERIALS



OHMEGA™

Powered by TOUCHCODE™

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— EVERY MOMENT. EVERY EXPERIENCE. —

INTERNATIONAL  PAPER

OHMEGA™ Website



OHMEGA™ Web Site

OHMEGA™
Powered by TOUCHCODE™

Connected Packaging How It Works Get Connected **INTERNATIONAL PAPER**

Explore the Power of Conductive Ink
for Connective Packaging

Hyperlink: Right Click to Open Site

OHMEGA™ Video



DRIVES
CONSUMER
ENGAGEMENT



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OHMEGA™ ONE PAGE OVERVIEW



What Is It?

OHMEGA™ Ink + Touchcode's connected packaging solution allows you to **turn your package into a portal** that unlocks **exclusive** digital experiences for your customers.

Visit our [website](#)

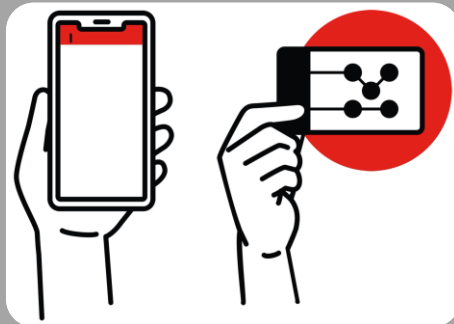
How Does It Work?

STEP 1

A unique code printed on the package.

STEP 2

Enter URL on mobile device and place card facedown on screen.



What Makes It Unique?

- Enhanced Security: Requires 'Proof of Purchase'
- Interactive Experience
- Integrated Marketing Dashboard
- Ability to Push Customized Content to an ACTIVE audience

How Is It Used?

- Couponing
- Loyalty Programs
- Collectability
- Gaming
- Mass Marketing
- Security / Authentication