

TagItSmart – enabling new generation of smart packaging

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Abstract: TagItSmart! Uses functional inks and printable electronics to create context-sensitive smart tags. The smart tags change dynamically according to the environment and exposure (e.g. temperature and oxygen exposure). The universally available smartphone can be used to capture and transmit information from these smart tags. A service platform with open interfaces, that enables management of this eco-system and enables users across the value chain to fully exploit the power of condition-dependent functional codes to connect mass-market products with the digital world across multiple application sectors completes the offering. In addition to most important technical features, the ongoing pilots will be presented as well, together with their business impact.