



# Connected product with NFC and AR reacts to customers' mood

- Talkin' Things and MCC combine augmented reality and NFC technology to create a connected product that can 'read the mood' of the consumer.
- **Black** - the skull character from the label - comes to life and 'chats' with drinker using mobile app [see video [here](#)].
- Talkin' Things and MCC is able to help brands deliver smart labels, technology, software, create a concept, and execute/analyze the product's performance.

## #RethinkPackaging

Multi-Color Corporation and Talkin' Things are the first Internet of Things packaging platform providers to combine Augmented Reality (AR) and NFC technology to create a unique customer experience in connected product that will help boost its sales. This label demonstrates how advanced smart packaging can be by interacting with the consumer via AR facial recognition and incorporates dynamic scenarios dependent on users' emotions

The smart label produced by MCC becomes a trigger, no additional marker has been implemented to launch an AR experience. When the customer scans the smart label with a mobile app, the skull presented on the label engages into interactive dialogue with the consumer. The face recognition feature detects if the customer is happy or sad and customizes the next part of the dialogue. Variable AR scenarios are also launched depending on answers provided to questions asked by the skull.

„Thanks to our labeling production capabilities and Talkin’ Things technology combined with creative services, we are able to offer our Clients a brand new solution that will completely transform a product and change the way end-customers interact with it.” - praises Craig Miller, President of NA CPG at Multi-Color.

Additionally, NFC smart label applied to the bottle’s neck provides a proof of purchase solution for 2-stage communication with end-customers. It recognizes when the product has been opened to provide different messages to the customers.

„With our technology it is also possible to provide completely new experience with AR technology before and after the purchase.” - said Marcin Pilarz, CEO at Talkin’ Things.

Talkin’ Things provided NFC technology, creative concept and artworks for Augmented Reality and software development. The smart labels were produced by Multi-Color. Prospects interested in exploring NFC and AR smart product please contact: [black@talkinthings.com](mailto:black@talkinthings.com)

### **About MCC Label**

Multi-Color Corporation (“MCC”), established in 1916, one of the world’s largest and most awarded label printers today supporting many of the world’s most prominent brands including leading producers of home and personal care, food and beverage, wine and spirit, healthcare and specialty consumer products. MCC serves national and international brand owners on 5 continents (America, Europe, Africa, Asia and Australia) via a comprehensive range of the latest Label Technologies in Pressure Sensitive, Cut and Stack, In-Mold, Shrink Sleeve and Heat Transfer. MCC employees over 8,700 associates at 70 facilities globally and is a public company trading on the NASDAQ Global Select Market (company symbol: LABL).

For more information, visit [www.mcclabel.com](http://www.mcclabel.com).

### **About Talkin' Things**

Talkin' Things is a provider of complete eco-system that transforms traditional products using digital technologies. Connected products with Talkin' Things technology enable customer engagement tools, loyalty programs, security and logistic options, and a comprehensive data management system with customisable APIs.

Having extensive expertise in IoT technologies and marketing campaigns, Talkin' Things develops creative concepts for brands and offers comprehensive implementation knowledge to run a digital transformation without disruption of manufacturing processes. Talkin' Things is the only company in the World that offers end-2-end solution including customizable technology, software, hardware and creative services.

Talkin' Things has a long history of working with leading brands and packaging companies to deliver innovative solutions that define the trends in the Smart Packaging market. With offices in USA, Poland, Spain, South Africa, Switzerland and partners worldwide, Talkin' Things is the ideal choice for brands implementing Smart Packaging campaigns.

### **Contact us to learn more:**

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