

RFID
JOURNAL
LIVE! 20 
2003 - 2022

MAY 17 - 19, 2022

MANDALAY BAY | LAS VEGAS, NV

MOBILO

NFC Powered Business Cards

Pieter Limburg
Founder & CEO





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COSTLY



~ 550,000 trees are cut every year for business cards



Companies spend \$200 per employee, per year on paper business cards

NON-DIGITAL



60% is replaced because of outdated contact details



Business cards do not integrate with digital marketing

DEFICIENT



Apps & phones disturb the conversation

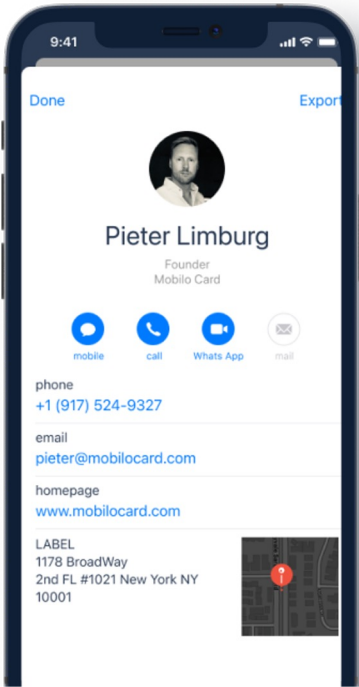


Most apps are not great at reminding you to follow-up

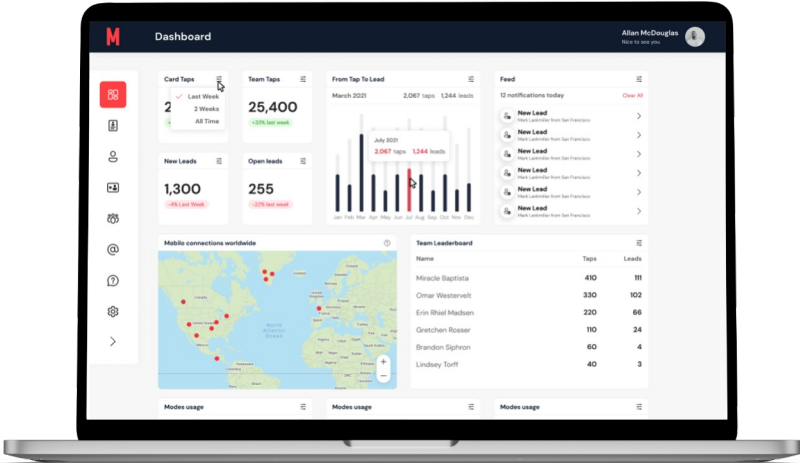
SMART

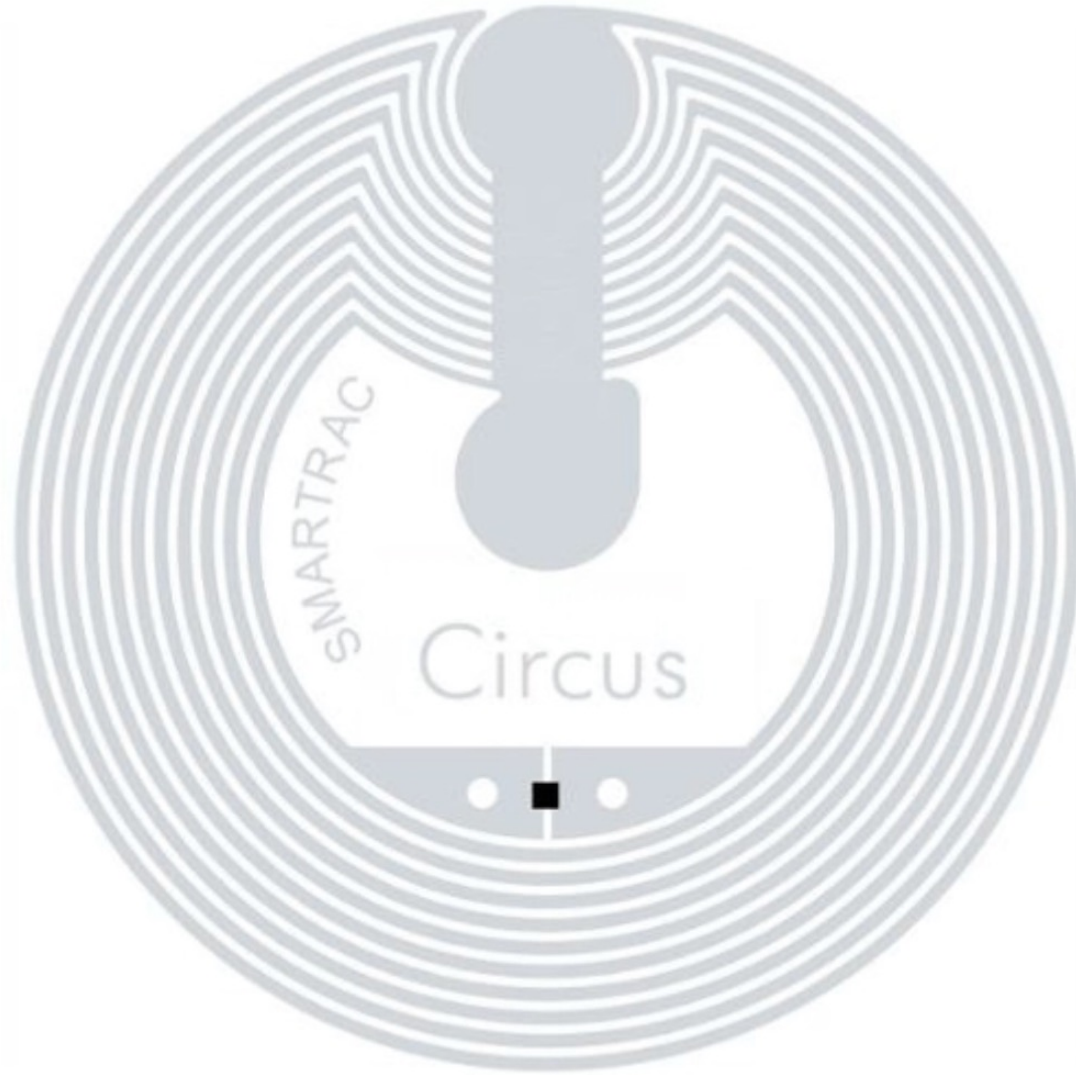


DIGITAL



TEAMS

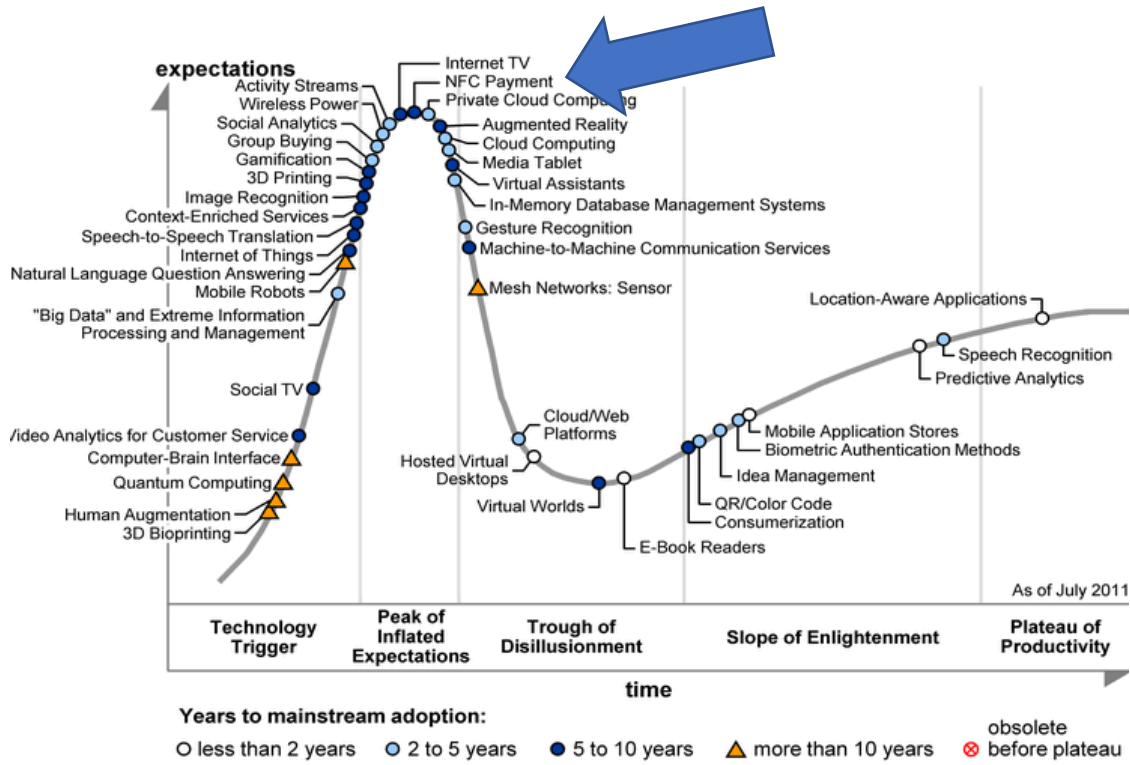




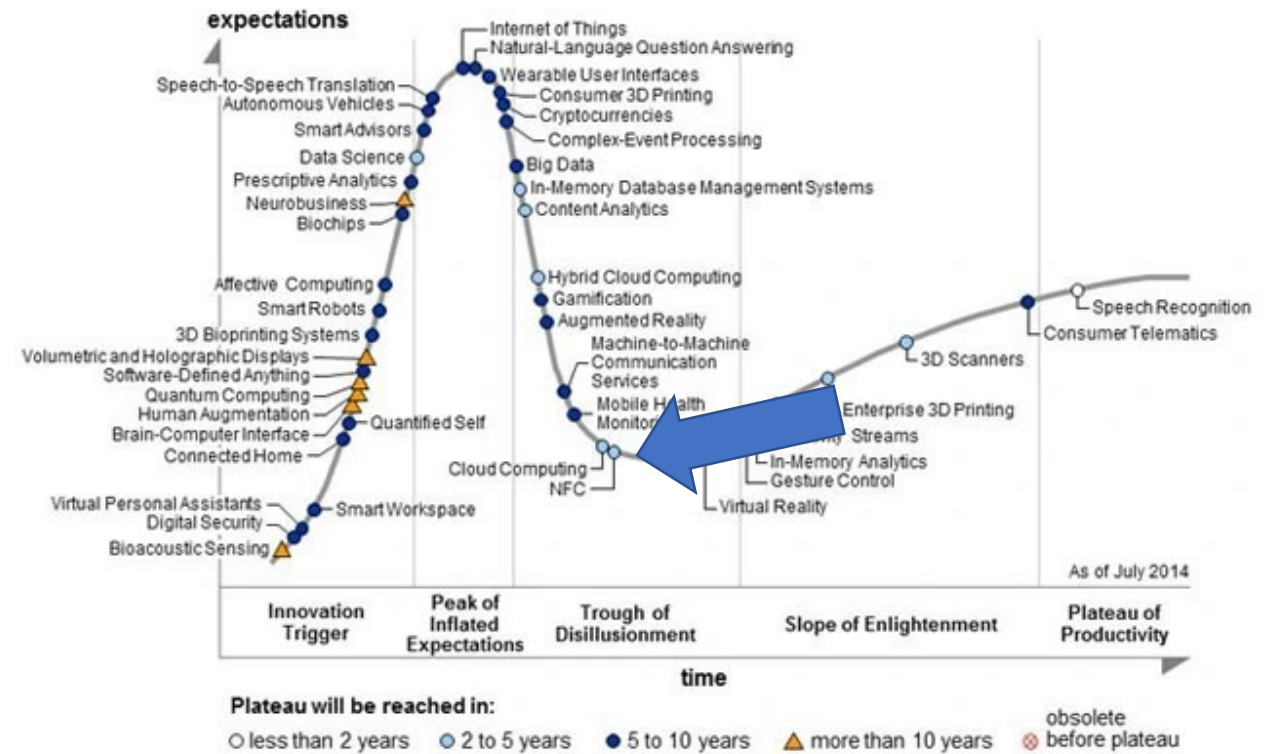
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2011



2014

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3.4 BILLION



ACTIVE SMARTPHONES IN THE WORLD TODAY

2 BILLION



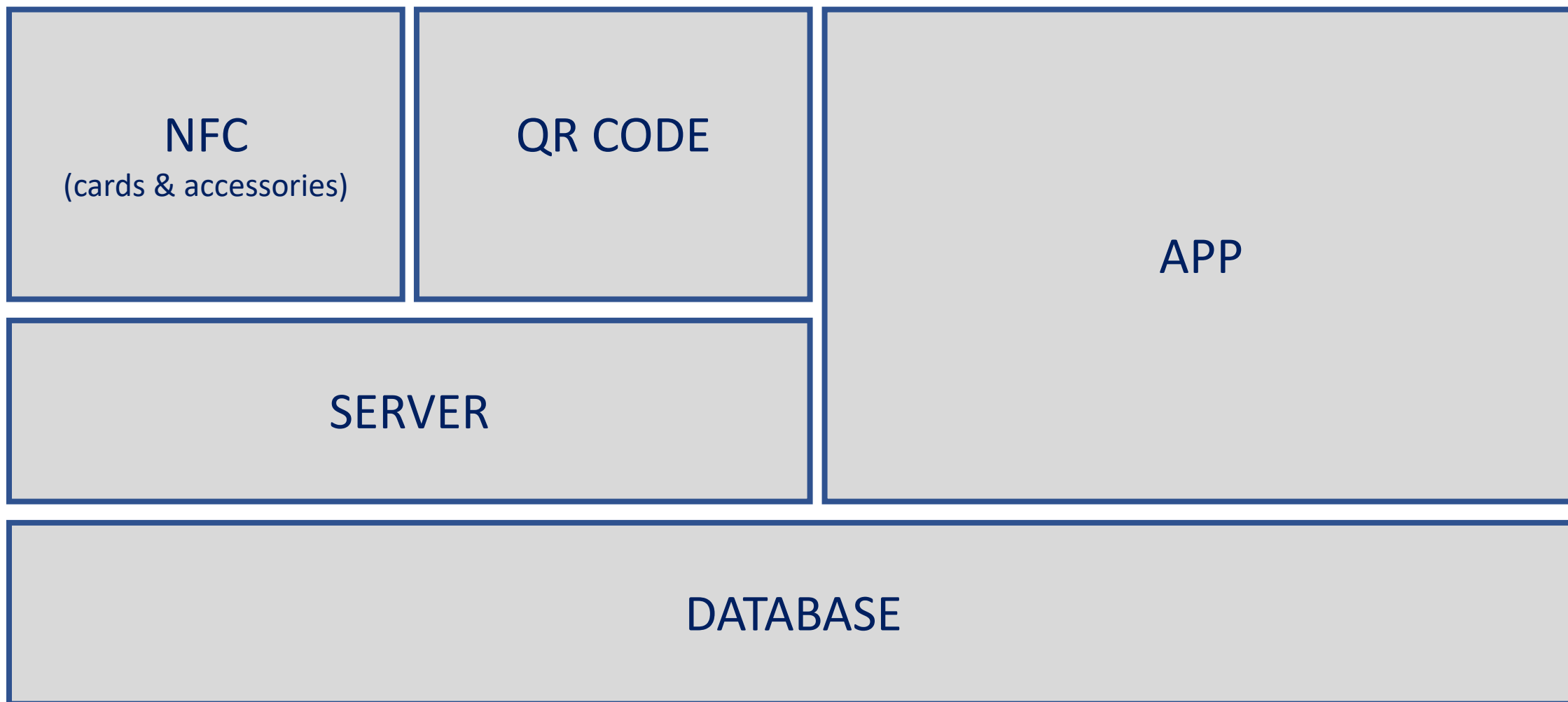
NFC-ENABLED DEVICES LIKE SMARTPHONES



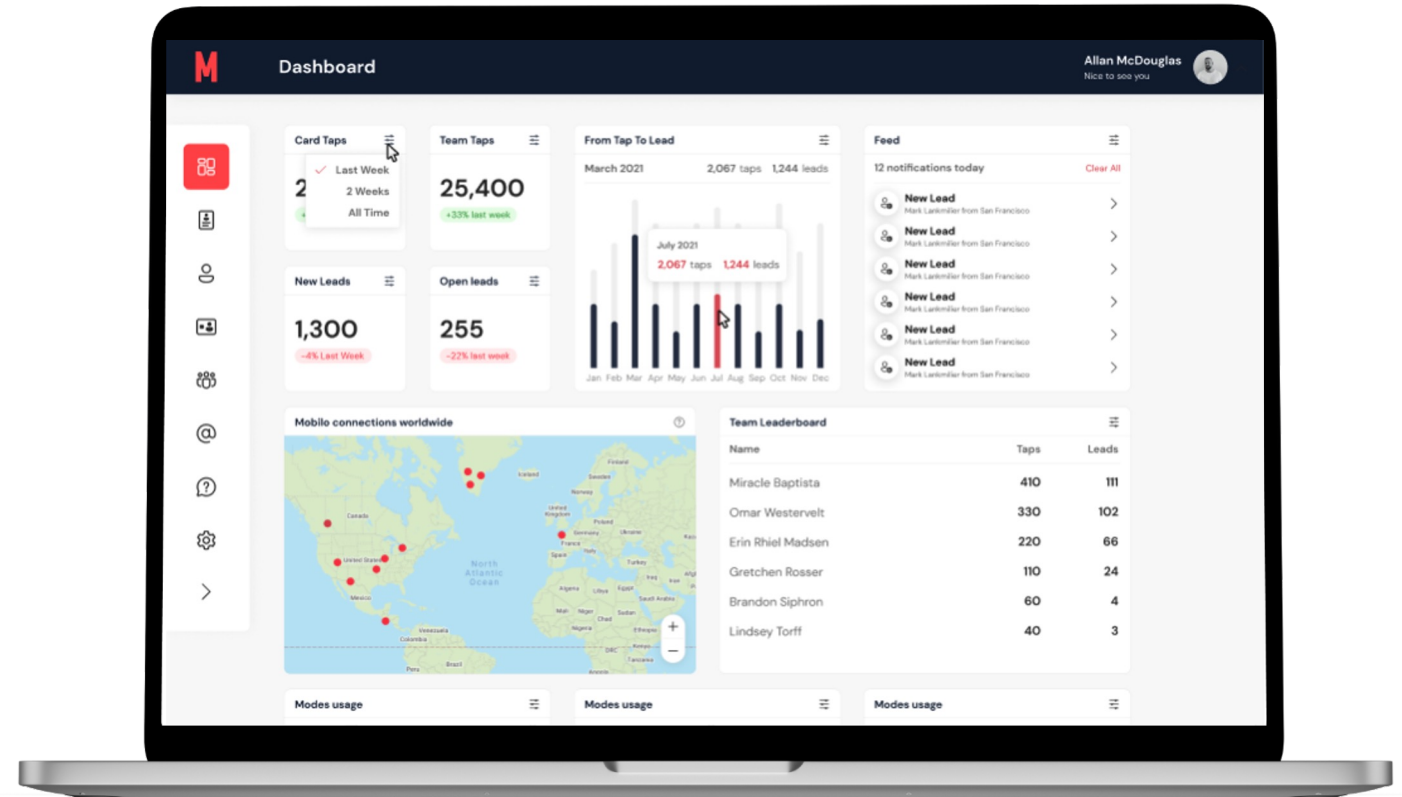
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- Date
- User information
- Business card mode
- Geo location
- Device
- Lead information



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BITS vs. ATOMS

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LET'S STAY IN TOUCH

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THANK YOU

