



Atlantis
headwearevolution



INTERACTIVE CUSTOM HEADWEAR

Enhance your brand experiences with nfc technology

WHAT CAN I DO WITH NFC

NFC technology has many applications that can make your life easier. If you upgrade your custom hat with NFC technology, you can:



Tell your brand and product unique story



Connect people to your website or official store



Link your channels to spread your contents

WHAT IS NFC

NFC stands for **Near Field Communication**, and it allows phones, tablets, laptops, and other devices to share data with other NFC-equipped devices easily.

It operates within a radius of about 4 cm and provides a **wireless connection** between your device and, for example, the POS at the restaurant or the tollbooth on your morning commute or, like in our case, smart headwear.

HOW DO I USE IT

NFC technology is integrated into chips that can be embedded in everyday items and can be scanned with a smartphone.



EMBED

Install an NFC tag on your custom hat.



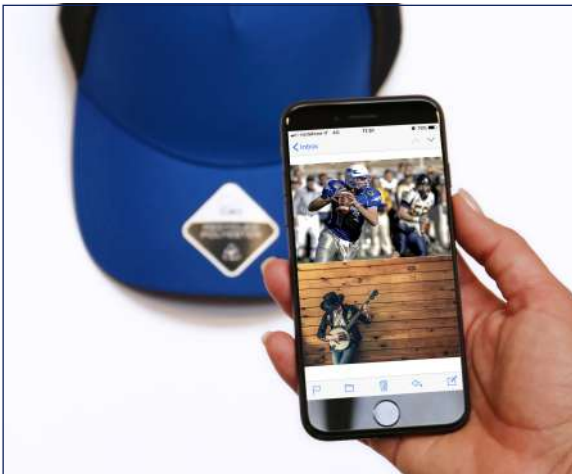
ENGAGE

Invite consumers to tap the top of your phone to the hat visor, where the NFC tag is located.



CONNECT

An automatic link will open on the screen. Connect with consumers with interactive branded contents.



LEARN MORE



1,1

billion devices with NFC technology will be activated in 2022.



73,2

billion dollars is the wearable devices revenue worldwide in 2023.



350

million people are using a wearable devices every day and they are growing with a 5% annual rate.



210

million wearables units will be shipped worldwide in 2022.



11,8%

penetration rate in the markets of the US, Hong Kong, UK, China and Australia.



25%

of the world's population is inclined to buy wearable technologies.