

press release

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Signbox introduce improved Enlighten Smart Stickers

Incorporating NFC technology and evolved from their revolutionary Enlighten smart poster system, Signbox release an upgrade version of their new Enlighten Smart Stickers launched at the recent RBTE 2013 exhibition. Now improved by using a more versatile and durable polyester film that can be peeled off and reapplied in another position. The NFC chip on the sticker can be pre-programmed with relevant data or information that will link an NFC enabled smartphone to online content, with a simple fast “tap” of the sticker.

27 March 2013 – Incorporating NFC technology and evolved from their revolutionary Enlighten smart poster system, Signbox’s Enlighten Smart Stickers have now been enhanced by using a more versatile and durable polyester film that can be peeled off and reapplied in another position. Signbox unveiled the new version at the recent Retail Business Technology Expo (RBTE) 2013 exhibition at Earls Court. The NFC chip on the sticker can be pre-programmed with relevant data or information that will link an NFC enabled smartphone to online content, with a simple fast “tap” of the sticker.

Small and compact, about the size of a beer mat, smart stickers, along with smart posters, will be at the forefront of new proximity marketing opportunities, destined to play a pivotal role in the future retail landscape. The repositionable polyester is easily bonded to the reverse of a glass or acrylic panel and Signbox can digitally print any message or graphic onto the sticker. As a smartphone can read an NFC tag through glass or acrylic any business can stay 'open' 24-7 – it means that anyone with an NFC enabled smartphone can download a restaurant menu, book a table, collect a discount voucher, open a web browser, call a cab, retrieve details of a property and so on. With Enlighten Smart Stickers there is enormous scope to sell products or services, deliver messages and direct people at any time of the day or night.

Signbox have a new brochure on their NFC enabled posters and stickers – for a copy call 01784 438688. Both products are also available to purchase from their new improved online store at: www.signboxshop.co.uk.

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Issued on behalf of Signbox Limited by Next Step Marketing Ltd

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Notes to Editors

About Signbox – www.signbox.co.uk

Drawing on architectural and engineering experience, Signbox develops high quality, sustainable and fully compliant signs and displays for the built environment. Signbox is an innovative company creating future-proof products for a wide range of market sectors, including corporate, education, healthcare, retail, hotel and leisure. As a single-point resource Signbox offers consultancy, signage strategy, design, manufacture, project management and installation.

Signbox's vision is to enable static signs, using NFC technology, to provide a host of interactive experiences via consumers' smartphones.