




# UMC<sup>®</sup> inside NFC PEN

It's what's inside that matters.





Connect analogue writing and advertising with the interactive world using NFC technology. With the integrated **uma** NFC TAGS, go beyond haptic advertising and transmit digital information. Perfect for contact details, BusinessCards, video messages, product or image films, website or social media pages, sales documentation such as product catalogues, etc.

## How does NFC work?

**Near Field Communication**, or **NFC**, is an international communication standard for the wireless exchange of data over short distances. To transmit data via NFC, the smartphone or tablet is held near a pre-programmed **NFC TAG** that activates a specific application or function in the device, for example.

In the **uma inside NFC PENS** the NFC TAG is located directly under the **inside NFC logo**. This ensures a simple transfer of information to the smartphone or tablet. Connect analogue writing and advertising with the interactive world using **uma inside NFC PENS**.

# The smart NFC pen as your ideas generator:

Contact information as BusinessCard

Social media sites

Homepages or landing pages

Response tracking per landing page

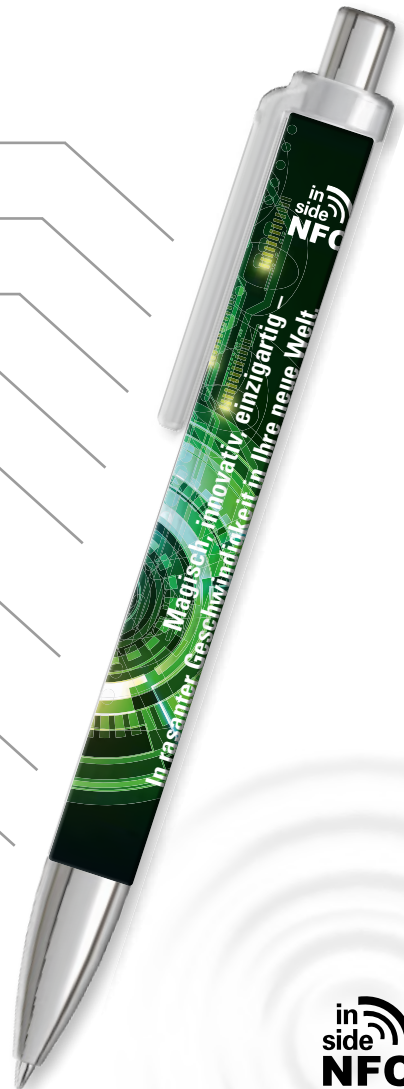
Films and product videos

Sales documentation  
(catalogues, brochures, flyers etc.)

Daily campaigns, menus,  
recipese

Events

Campaigns and offers  
etc.



# The uma<sup>®</sup> inside NFC PEN BusinessCard

The uma BusinessCard solution offers more than just electronic contact data transmission. Design your CI-compliant electronic business card and transmit your data quickly and easily with the uma<sup>®</sup> inside NFC PENs.

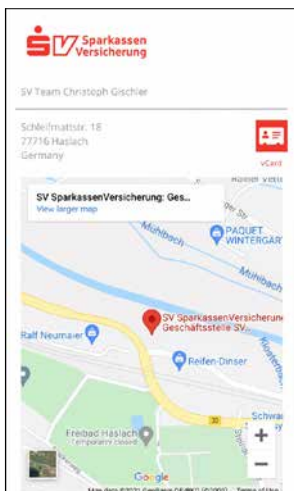
The **NFC BusinessCard Service** gives you access to web-based data maintenance of your BusinessCard contact data and an individual design of your personal BusinessCard.

## Your BusinessCard could look like this:

Transmit your contact data (photo, salutation, title, first name, last name, phone, e-mail, website, social media etc.)

Company logo, company address, VAT number, Google map

Background images, background colours (also possible per section), font colours, on request additional fields also possible



We would be happy to inform you in a personal meeting about the possibilities and costs of the uma<sup>®</sup> inside NFC PEN BusinessCard service.



# **UUTU® inside NFC PEN** **BusinessCard –** **A conventional promotional item** **with an innovative twist**

Use your new NFC ballpoint pen as a business card to transmit digital information. Send a link to your website, documents, your social media profile or your contact information as a vCard. The pen can also be used to promote your app, videos or events. Perfect for use by sales representatives, at trade fairs or for consultations. Simply scan documents to quickly transmit your data and connect analogue ads to the digital world.

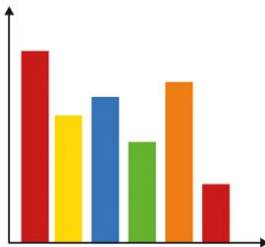


# UMA® BusinessCard – The personalisable premium business card

uma® BusinessCard enables you to save contacts and transmit data and documents, such as price lists, company presentations and videos.

Data can be kept up-to-date and maintained at all times with web access, allowing you to remotely control and analyse content.

## ONLINE MANAGEMENT of your BusinessCard



- Statistiken messbar
- editierbar

vCard  
transportieren

Standort für  
Navigation

Download  
einbauen

persönliche  
Daten

Dokumente  
verbreiten



# BusinessCard – Step-by-step guide

The journey to your perfect BusinessCard.

## Step 1 – Design

Select an image inside NFC pen and send us the logo you would like to be displayed on your pen and digital BusinessCard.

## Step 2 – Digital layout

A basic layout can be edited to fit your CI and fixed once you place your order. Fixed fields/data can no longer be edited once the initialisation link has been sent.

Users can edit variable fields such as phone numbers, email addresses, documents, etc. at a later point.

You can decide which information fields are displayed on your BusinessCard.

## Step 3 – Activation

You will receive an email containing an initialisation link.

Use this link to enter your information in the online portal and subsequently edit it. In addition to standard fields such as your name, phone number, etc., you can also directly upload images, company presentations and much more.



#### Step 4 – Preview and approve your BusinessCard

Use the preview option to view and approve your BusinessCard.

Write your NFC pen BusinessCard!

#### Step 5 – Using your NFC pen BusinessCard

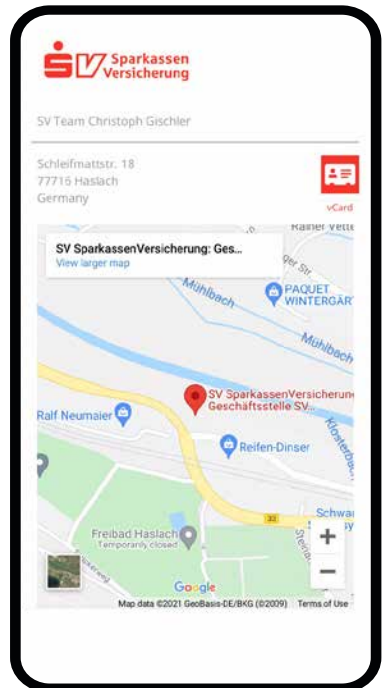
Place your personal BusinessCard pen near an NFC-enabled smartphone to open your digital BusinessCard on the screen.

Your personal photo or logo, name and key contact details, etc. will pop up. The recipient can then simply click on the V-Card button to save your BusinessCard information on their phone.

Make calls, write emails or compose a WhatsApp message by clicking on the toolbar.

Your BusinessCard can also include direct links to your social media profiles, a map view with a route planner to your company in addition to a number of other great features.

Write your NFC pen BusinessCard!



#### Advantages:

- A digital upgrade for your BusinessCard
- Customisable
- Individual, eye-catching design
- Easy downloads and transfers of contacts and data
- Document attachments possible (catalogues, company presentations, videos...)
- Remote maintenance
- vCard can be integrated
- Run campaigns directly
- Use of Google Maps for mobile navigation
- Changes visible in real-time on the map
- No app required
- Measurable: Analysis of scan statistics



**Fast and up-to-date –  
always at hand!  
To the smallest cata-  
logue in the world  
directly – thanks to  
uma® inside NFC PEN!**



# UMC® inside NFC PEN



## TRINITY (KT) GUM 0-0133 (KT) GUM

0-0133 GUM:

Retractable ballpoint pen with softtouch triangular housing and opaque glossy clip.

0-0133 KT GUM:

Retractable ballpoint pen with softtouch triangular housing and transparent clip.



0-0133 GUM (● 8-0855)

50-0002



0-0133 KT GUM (● 8-0855)

50-2925



50-2388



50-7687



50-7627



50-2420



50-0347



50-0002



50-0429



50-0101



50-0130



50-0266



50-2039



50-1665



50-0326



● 8-0855

## 0-0133 KG-SI GUM (● 8-0855)



## UMC® inside NFC PEN



## TRINITY KG SI GUM 0-0133 KG SI GUM

0-0133 KG-SI GUM:

Retractable ballpoint pen with softtouch triangular housing, opaque glossy clip in white and heavy metal tip chrome plated.

# uma® inside NFC PEN BusinessCard



## TRINITY (KT) GUM 0-0133 (KT) GUM

0-0133 GUM:

Retractable ballpoint pen with softtouch triangular housing and opaque glossy clip.

0-0133 KT GUM:

Retractable ballpoint pen with softtouch triangular housing and transparent clip.



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● 8-0855

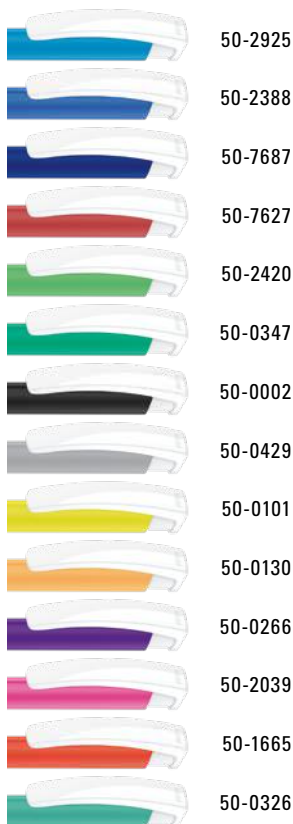
## uma® inside NFC PEN BusinessCard Service

The uma BusinessCard solution offers more than just electronic contact data transmission. Design your CI-compliant electronic BusinessCard and transmit your data quickly and uncomplicated with the uma® inside NFC PENS.

The NFC BusinessCard Service gives you access to web-based data maintenance of your BusinessCard contact data and an individual design of your personal BusinessCard.



0-0133 KG-SI GUM (● 8-0855)



## UMC® inside NFC PEN BusinessCard



### TRINITY KG SI GUM 0-0133 KG SI GUM

0-0133 KG-SI GUM:

Retractable ballpoint pen with softtouch triangular housing, opaque glossy clip in white and heavy metal tip chrome plated.

**Further uma series  
incl. inside NFC chip on request.**



TRINITY  
0-0133

TRINITY SI GUM  
0-0133 SI GUM

TRINITY SI  
0-0133 SI



TRINITY transparent SI  
0-0133 T-SI

TRINITY K transparent SI GUM  
0-0133 KT-SI GUM



# Umic® inside NFC PEN



## FASHION SI 0-0134 (KT-) SI

0-0134 SI:

Retractable ballpoint pen with opaque glossy housing and clip, metal tip and metal push-button chrome plated.

0-0134 KT-SI: Retractable ballpoint pen with opaque glossy housing, transparent clip, metal tip and metal push-button chrome plated.



0-0134 SI (● 8-0855)

50-2925



50-0280



50-7621



50-0340



50-0002



50-0423



50-0001



50-0115



50-1665



50-0326



0-0134 KT-SI (● 8-0855)

50-2925



50-0072



50-1795



50-2271



50-0356



50-0405



50-0003



50-0396



50-2077



50-0214



50-0130



50-1585



50-0326



● 8-0855



## 0-0134 SI VIS

(● 8-0855)



50-2925  
50-0280  
50-7621  
50-0340  
50-0002  
50-0423  
50-0001  
50-0115  
50-1665  
50-0326

## 0-0134 KT-SI VIS

(● 8-0855)



50-2925  
50-0072  
50-1795  
50-2271  
50-0356  
50-0405  
50-0003  
50-0396  
50-2077  
50-0214  
50-0130  
50-1585  
50-0326



● 8-0855



## UIMA® inside NFC PEN



## FASHION SI VIS 0-0134 (KT-) SI VIS

0-0134 SI VIS: Retractable ballpoint pen FASHION SI with digital foil transfer imprint on the barrel.

0-0134 KT-SI VIS: Retractable ballpoint pen FASHION KT-SI with digital foil transfer imprint on the barrel.



# UIMCI® inside NFC PEN



## VOGUE XL SI 0-0136 SI

0-0136 SI: Retractable ballpoint pen with opaque glossy housing and clip holder. Wide flexible metal clip, metal tip and metal push-button chrome plated



0-0136 SI (● 8-0855)

50-2925



50-0280



50-7621



50-0340



50-0002



50-0423



50-0001



50-0115



50-1665



50-0326



● 8-0855

0-0136 SI VIS (● 8-0855)



50-2925

50-0280

50-7621

50-0340

50-0002

50-0423

50-0001

50-0115

50-1665

50-0326



● 8-0855



**UMA® inside NFC PEN**



**VOGUE XL SI VIS**  
**0-0136 SI VIS**

0-0136 SI VIS: Retractable ballpoint pen VOGUE XL SI with digital foil transfer imprint on the barrel.



*Die Handschrift der Werbung*