



University of applied sciences **Augsburg**

Prof. KP Ludwig John



Video stamps for post cards

NFC - Projects

NFC-Chips

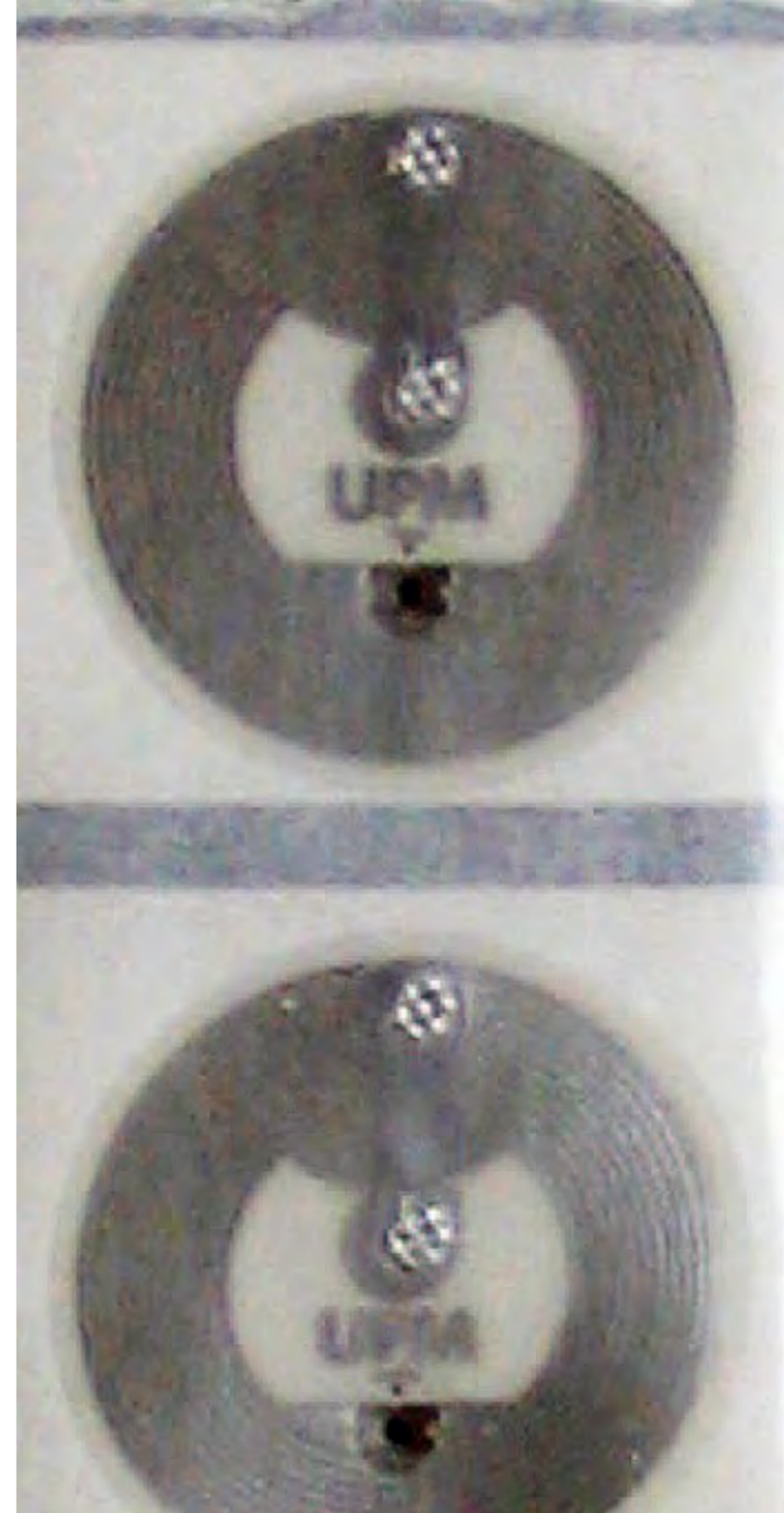
- **Re-Writeable**
- Capacity: a few kB
- relatively **cheap** to produce
- **small** physical dimension
- **robust** (because its possible to hide or cover)
- **perfectly suited to be placed inside objects**

To create:

mobile experience

mixed reality applications,
where smart phone and physical Environment
merge into one joined user experience

Examples:



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the post card with video function

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Paperbits **combines** the charme of **traditional postcards** **with digital** media **technology**:

Record your personal video clip with your mobile phone,
encode it onto your paperbits postcard,
handwrite your individual greetings and **send** it.



Get a (paperbits) **post card** and write some greetings on it



Go to Post Office

paper bits

Die Postkarte mit deiner ganz persönlichen Videobotschaft
www.paperbits.de

Wetter gut, Stimmung
zu viele ist
und ohne Postwert
Besuche, Schenke
wird. Schenke
Heute



Projektgruppe Paperbits
Prof. John

Augsburg / Gestalturf
dberger Str. 2

86161 Augsburg
GERMANY

Voraussetzung ist ein NFC-fähiges Handy. Siehe: www.nfc-handy.eu

Abseher: Paperbits-App im Android-Store herunterladen,
dein Video mit der Postkarte verlinken
Empfänger: Postkarte scannen, Video anschauen

Stamps in KOREA found!!!

Buy stamps

paper bits

Die Postkarte mit deiner ganz persönlichen Videobotschaft
www.paperbits.de

Heavily beautiful, healthy, and so rich in nutrients, it is a great addition to your diet. The video shows the benefits of this natural product, which is rich in vitamins and minerals. It is a healthy and delicious way to improve your health. The video is available on the website www.paperbits.de. The video shows the benefits of this natural product, which is rich in vitamins and minerals. It is a healthy and delicious way to improve your health. The video is available on the website www.paperbits.de.

Voraussetzung ist ein NFC-fähiges Handy. Siehe: www.nfc-handy.eu

Absender: Paperbits-App im Android-Store herunterladen, dein Video mit der Postkarte verlinken

Empfänger: Postkarte scannen, Video anschauen

PS: NO STAMPS IN KOREA FOUND!!!



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Stick them onto the card



Post the card

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The recipient will certainly be happy to get your post card, read your **handwritten text** and see the printed **photograph** on the other side.

On top of this, an **NFC**-enabled mobile **phone will play back your personal video message**, which you've encoded on the card.

Here is, **how it works:**



www.paperbits.de



2 weeks later: card was in the mail box



Read text and drawing



Place NFC-smart phone on the card



Watch the video

Die Postkarte mit deiner ganz persönlichen Videobotschaft



Paperbits-App im Android-Store herunterladen,
dein Video mit der Postkarte verlinken
Postkarte scannen, Video anschauen

GERMANY

2012 International Seminar, Design Institute of Inje University

Convergence Courses in Academy Curriculum

Mobile Experience with NFC

KP Ludwig John
(Augsburg University of Applied Sciences)

Mobile Apps for u-Healthcare

Eui Tay Jung
(Design Institute, College of Design, Inje University)



RFID, NFC, UID, DID

Text

Few months later: the card (and video) is still kept on the pin wall

NFC - Projects



Released as Android-App July 2012

Available at the **playStore**

From Prototyp to Market:

Professional production of first series of cards in **April 2013**

Marketing partners work on **professional release in Europe**

NFC - Projects



ShareTag

Wilfried Pfilf

Developes Paperbits idea one step further
NFC-**Stickers** provide even more flexibility



NFC - Projects



ShareTag

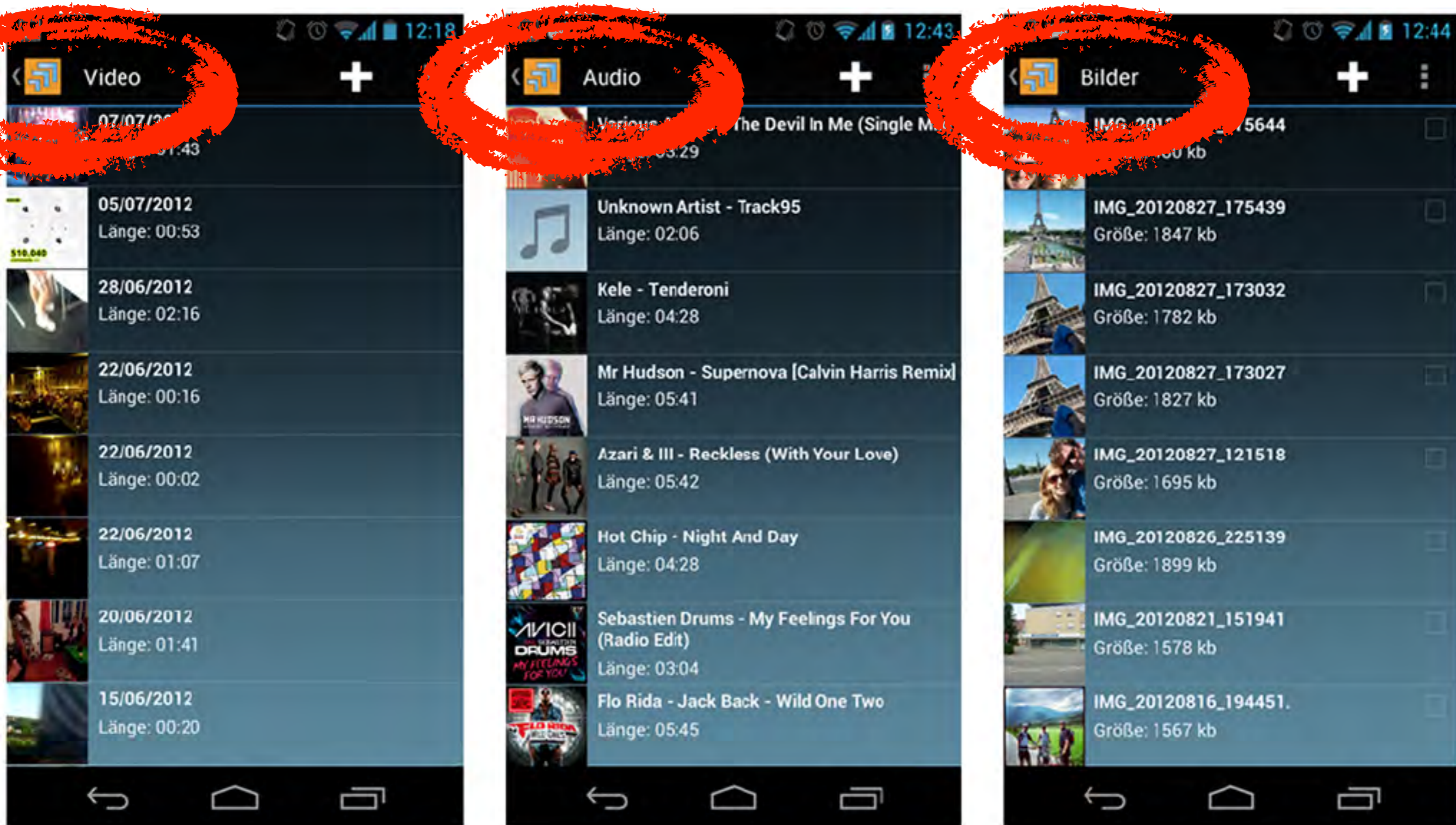
Wilfried Pfilf







ShareTag - Media Elements



NFC - Projects



ShareTag

Wilfried Pfilf

Advantages:

Usable in combination with **every physical object**

Broad **Variety of media elements**
such as Video, Audio, images, series of images

Released as Android-App March 2013

Available at the **playStore**



mobile-experience.de