

NFC Touch Limited

# SMART BUSINESS CARD 2.0

THE BUSINESS CARD OF TOMORROW IS HERE  
Connect you with people in the digital age



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# BUSINESS CARD 2.0

Being able to share your contact details digitally into your recipient's phone and demonstrate your brand has adopted digital transformation is PRICELESS.

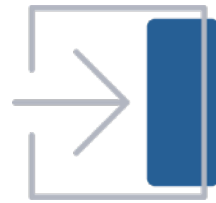
SEE HOW IT WORKS

# What is Smart Business Card?



## Tap To Save Contact

Share your contact information with just a tap/ scan



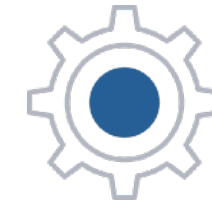
## 100% Accurate

Rest assured that your contact has been accurately transmitted



## Quick Data Transfer

The transfer of your data will take no more than 1 second



## iOS & Android Compatible

Smooth transmission of data to all NFC enabled smartphones



# What are the Benefits?



## Save Directly

Enable the safe transmission of selected contact details & social profiles data to any other smartphone via an e-business card link.



## Less to Carry

Say goodbye to carrying multiple business cards, you will only need your phone in your next exhibition.



## Eco-Friendly

The most eco-friendly way of giving out contact is not to give them a piece of anything that would ended up in the trash.



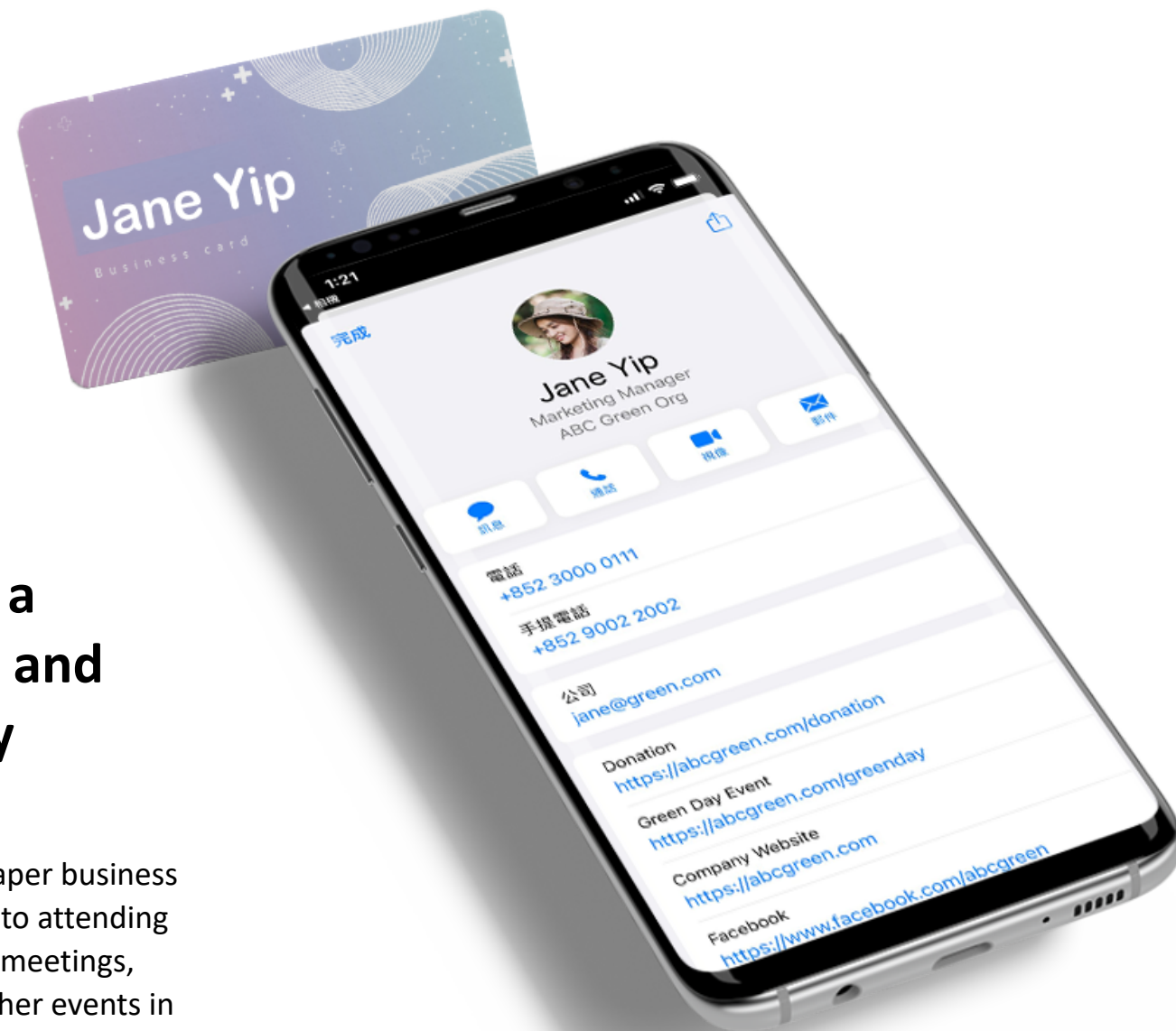
## Cost Less

Traditional business cards are recurring consumables. Digital business card is an online tool that transmit your contact info.

# Why digital transform your business card?

## Network in a sustainable and eco-friendly manner

No more carrying paper business card when it comes to attending and participating in meetings, conferences, and other events in and outside of the institution.



## Keeping up with the ever changing world

Turnover has been an issue for many companies. Users can easily transfer the card to another employee. Customise and update the information on a digital business card to reflect a new business address or website. And because the information is stored in the cloud, data automatically changes to reflect new information.



# Why digital transform your business card?



## Appearing more professional during networking

One study revealed that business professional who hand out business cards are perceived to be better communicators, provide a higher quality of care, and have greater technical expertise than those who don't. With our smart business card, you will make a great first impression and appear more professional when networking.



## Forgot to bring your business card? Don't worry!

Apart from your Smart Business Card, our solution provide E-Profile URL and QR Code for you to share contact info. You will only need a phone in order to pass on your contact.

# Benefits

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1

## SUSTAINABILITY

No more paper business card ever needed, every year we use 10 billion paper business card worldwide, and consume 6 millions trees.

2

## BRAND REPUTATION

Paper business card has been around more than 100 years. In today's business world, it is about sustainability and tech innovation.

3

## COST

Smart business card cost less than Paper business card. Saving cost on paper, design, logistic, admin and communication.

# Benefits

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4

## PERFORMANCE

Less than 5% of all business card get saved into phone, 100% of smart business card puts contact into the recipient's address book on their phone.

5

## REDUCE WASTAGE

Whenever you have a staff leaving the company, changing position, changing contact detail. Think about how many paper business cards are being wasted.

6

## REDUCE ADMIN WORKLOAD

Printing new paper business card include a lot of work from design, logistic to print production. Imagine the time saved for the admin team.





# MEANS OF EXCHANGING CONTACT



## E-Profile

You'll never have to worry about being unprepared again with a digital business card.



## NFC Business Card

Just tap your smart business cards to your recipients device, and you can transfer the data automatically.



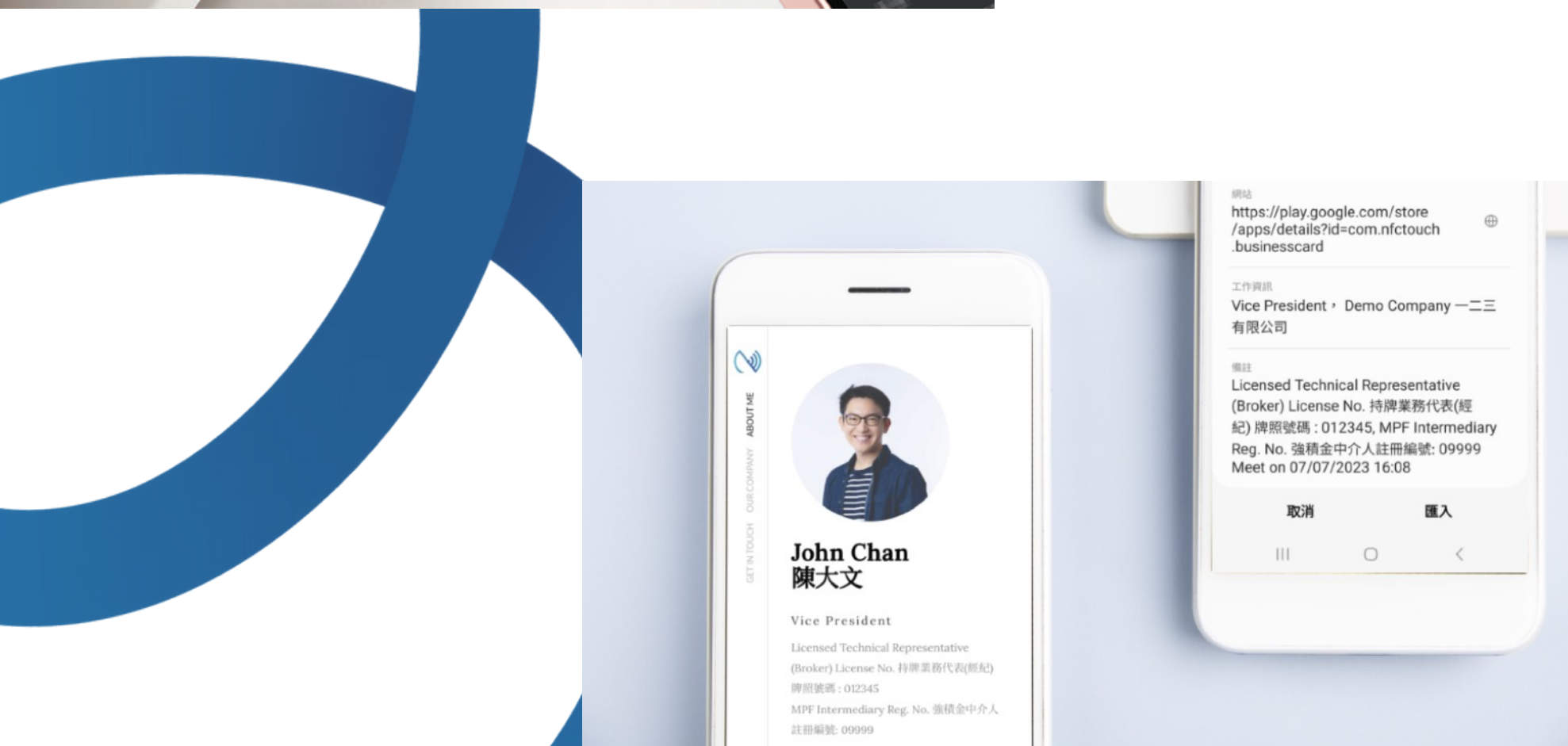
## QR Code

All they need is a smartphone, and they can scan your code to get all of your contact information.



## NFC Sticker

A printed NFC sticker on your phone allows you to share your Digital business card information even faster and more directly.



# NFC Business Card

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## PVC

Custom Design

Light embedded

Rounded Corners

Spot UV/ Gold Foil Finish

Size: 85.5mm x 54mm

*Minimum Order:*

- Glossy Finish: 1 pcs

- Matt Finish: 20 pcs



## TIMBER

Custom Design

Light embedded

Rounded Corners

Lazer Engrave

Size: 85.5mm x 54mm

8 Different Type of Wood

*Minimum Order:*

- 5 pcs



## METAL

Custom Design

Light embedded

Rounded Corners

Spot UV/ Gold Foil Finish

Size: 85.5mm x 54mm

PVC on front and back

Metal inside

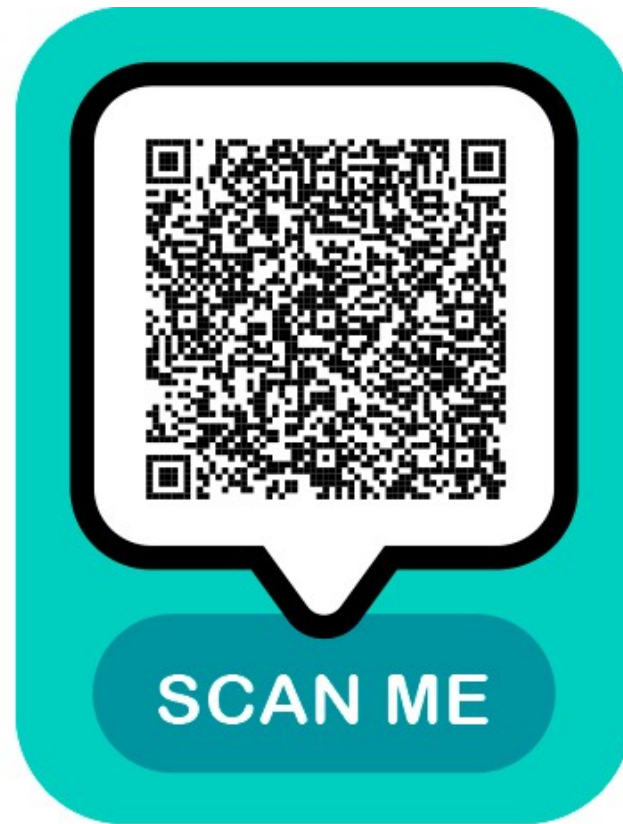
*Minimum Order:*

- 20 pcs



# QR Code

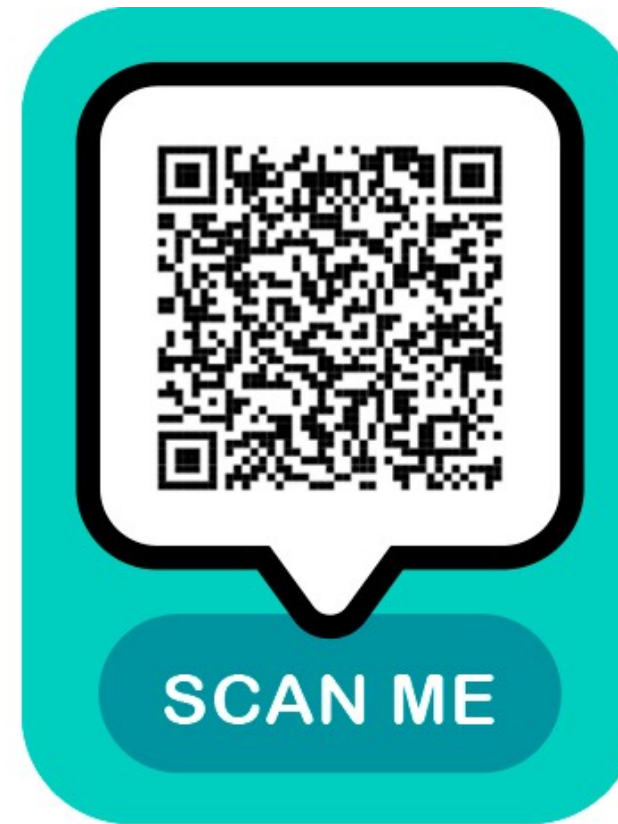
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## VCard

**AVAILABLE  
OFFLINE**

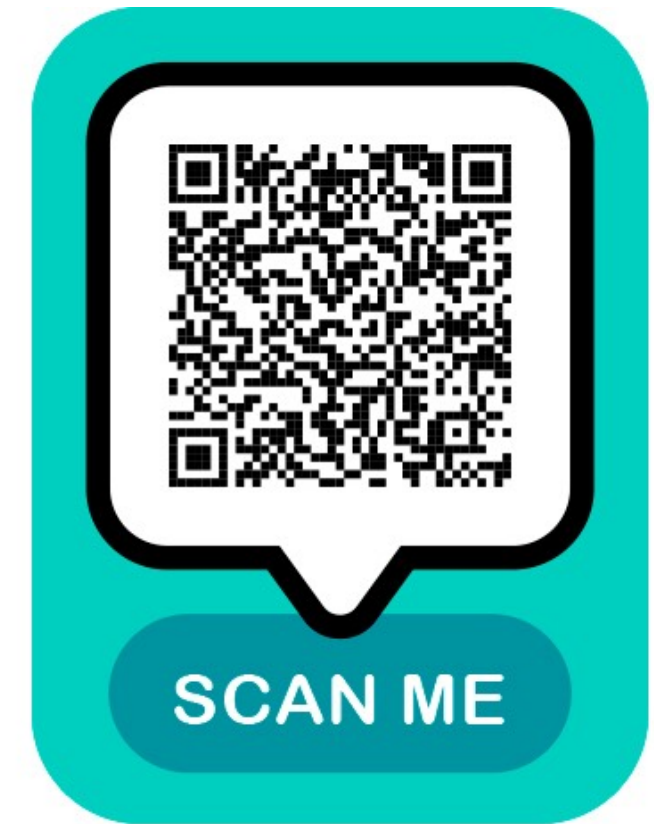
Include limited information only, but it is available even without internet.



## E-Profile

**DIGITAL BUSINESS  
CARD**

Direct your customer to your digital business card for more info.



## VCF

**DOWNLOAD CONTACT  
ONTO PHONE**

Download your contact directly into address book.

# Display your QR Code?

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## Lock Screen

Display your QR Code with your phone without unlock your screen.



YOUR DIGITAL BUSINESS CARD  
IN YOUR APPLE WALLET



## Mobile Wallet

Display your QR code from your mobile wallet



## On your NFC Card

Print the QR Code on the back of your NFC card



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# E-Profile

An URL that enable your recipient to download your contact into their phone

## Download Button from the url to Save Contact

One click to download contact into address book

## QR Code to Save Contact

You can save this url with a short cut on your home screen, you can use this QR code to exchange contact

## Use your E-Profile Anywhere

Include your E-Profile in your Presentation, E-mail signature, Web Meeting Background, Website, Product Packaging or anywhere else you want!

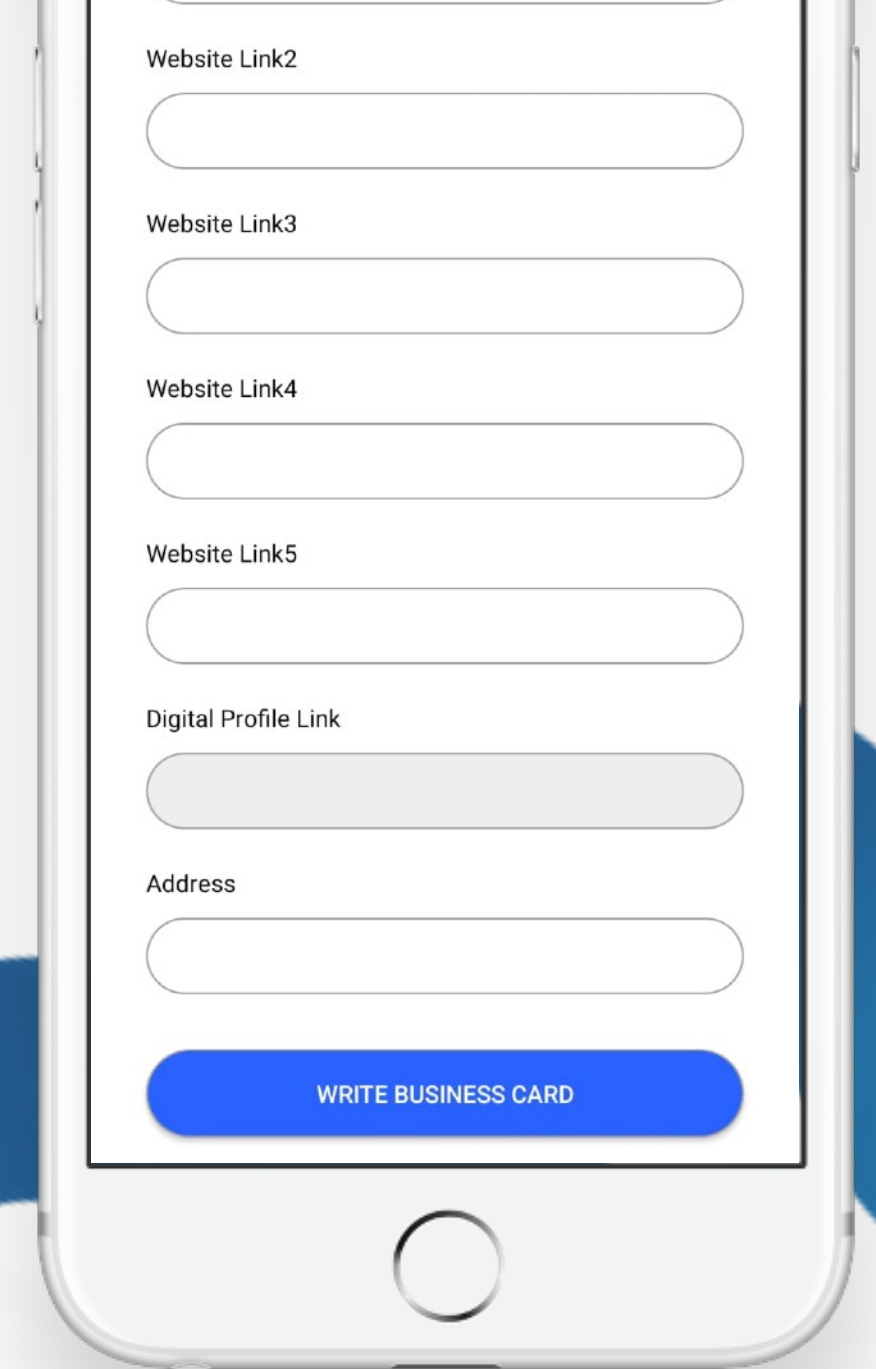
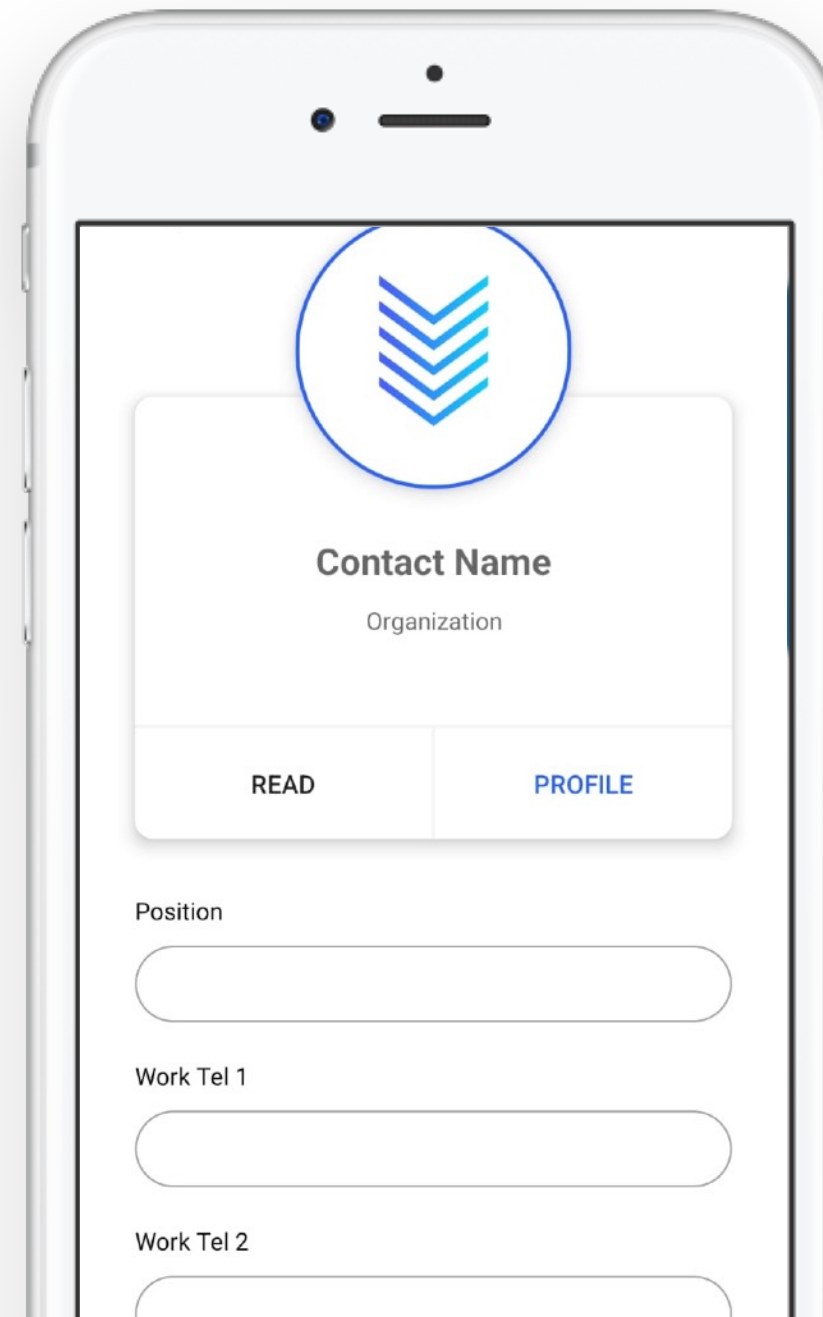




# Mobile Application

## Program Your NFC Business Card with your Smartphone

You can add, update, edit & enable what you would like to share with your NFC card anytime, anywhere.



# Admin Web Portal

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## Manage Staff Profile

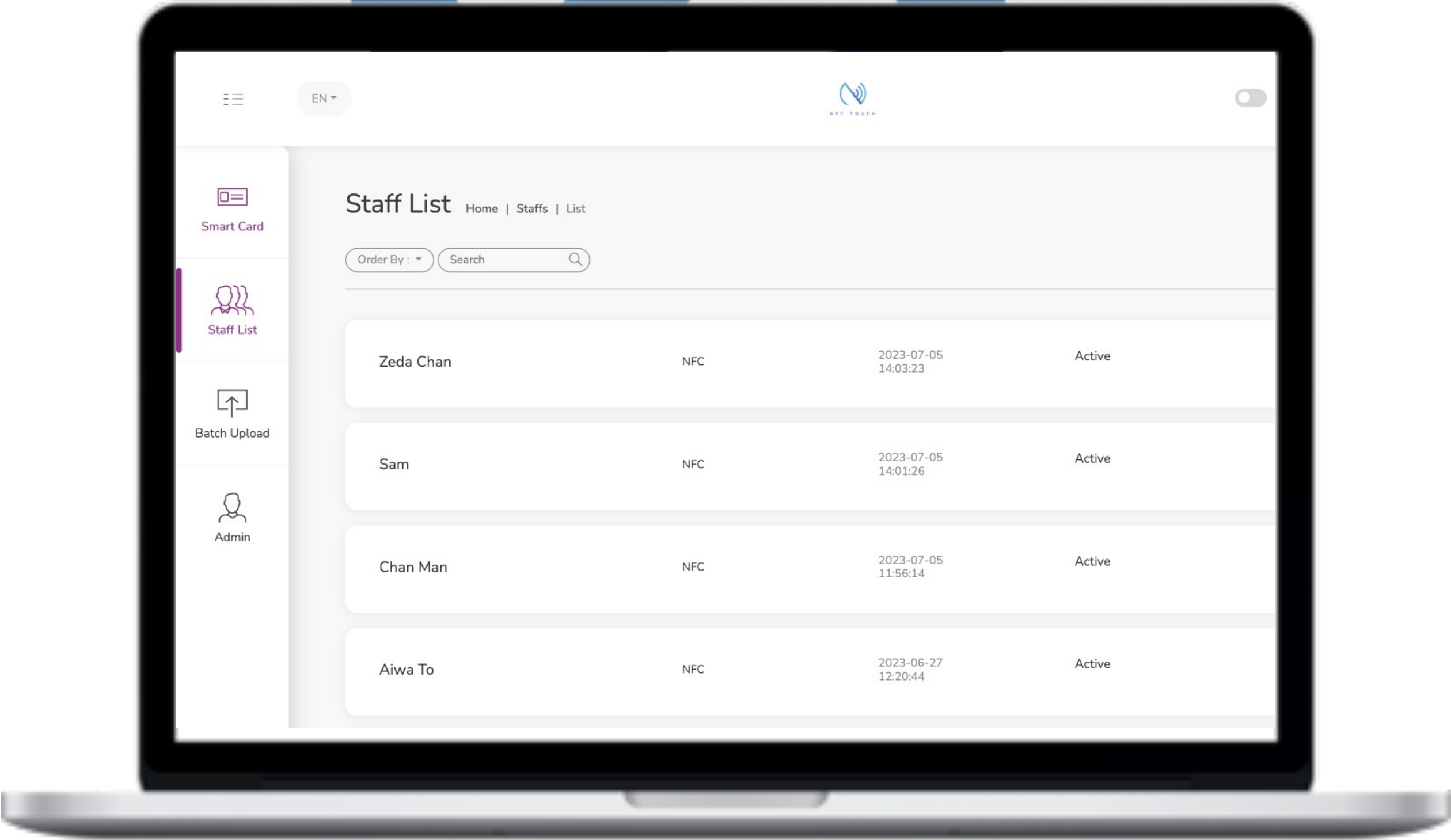
Admin to login and manage staff contact info on our web portal.

## Batch Update of Staff Info

Amend staff business card info using excel.  
Batch change info for all staff.

## Monitoring of Usage

Monitor admin changes log and usage of digital business card.



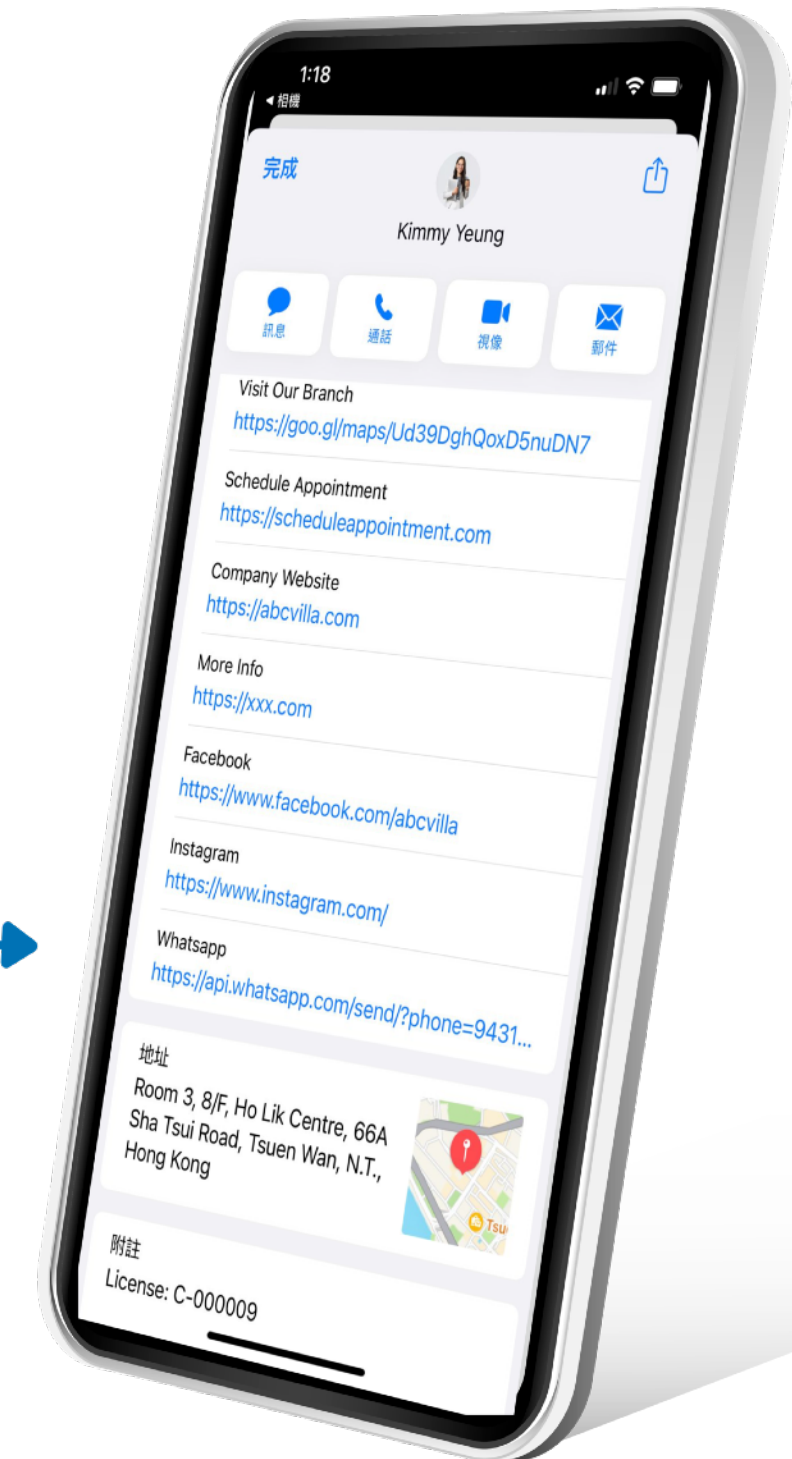
# Special Features

## Do you have a two-way communication channel with your customer?

A direct line to your is one means of providing an exceptional service experience. Businesses established this direct contact for over 100 years. Due to their real-time interactivity, messenger apps allow you to instantly establish a two-way communication channel between you and your clients. Upon saving your contact into their mobile device, client can simply click a contact detail to use it, whether it's whatsapp or else.

## Professional Titles

Many of your staff may have a professional titles to go after their name, why not include them in the Name. E.g. HKRFP, CFP CRWP etc...





# Special Features

## Set a background photo

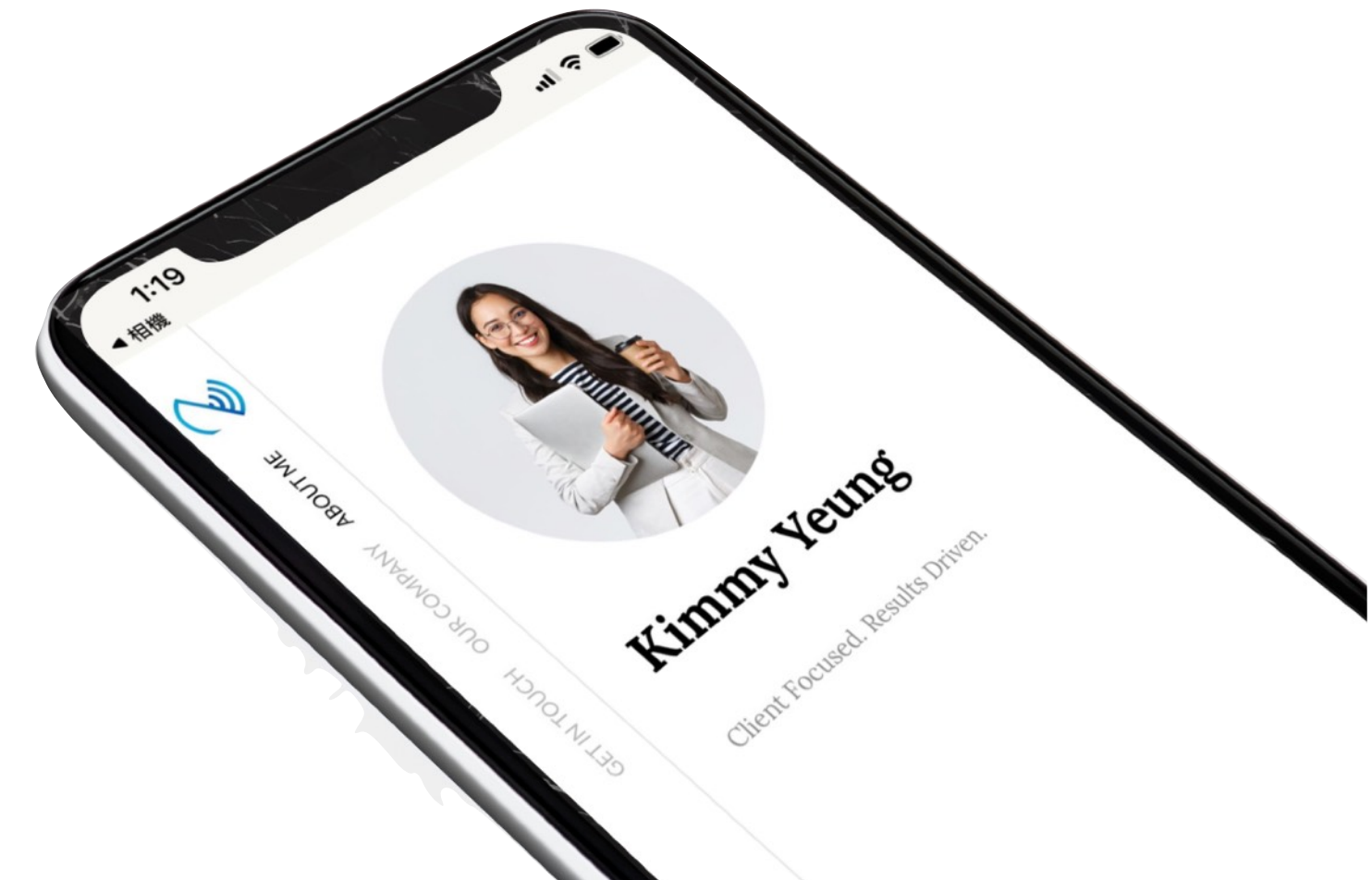
Along with your profile photo, you can also set a wider background photo that showcases a bit more about you. Here, it's not as important that you (or your face) are in the shot, but you want to make it something that's memorable and tells visitors more about you as a person. If you're selling a new estate, for example, you might include a picture of your new properties. If you're a property manager, meanwhile, you might opt for an action shot of your buildings.

\* This feature is only available on our web based application



## Include Your Logo and Headshot

Make this personal to your company and your staff. Digital Business Card is the place where you can tell your recipient a story about you and your company!





# Special Features



## Navigate your customer to your office

Google map links can be used to help your customers navigate to your office. Include a location Google Maps url, customers no longer have to memorise the address or get lost.

## Spotlight Your Online Contents

Once saved your contact, clients enrolled in your service tend to pose various inquiries. But due to busy schedule of your sales consultants, these inquiries are seldom immediately addressed. During these scenarios, client are forced to seek the information they need on the web. You might attempt to counteract this issue by placing various web URLs in your business contact to guide clients to additional resources.

\* This feature is only available on our web based application



# Special Features



## Data Analysis

Digital business cards offer another huge benefit as they collect first-party data. This first-party data includes the number of scans to download contact and visiting e-profile, top-performing promoters, and scans by time of the day. First-party data collects valuable information companies can use to inform ongoing marketing efforts.

\* This feature is only available on our web based application



**Include additional info in the “Note” section and bookmark the Time and Date you two meet**

As a professional, we do meet hundreds of people at different events throughout the day, let's make a note of the time and date when the two of you met in your contact info!

\* This feature is only available on our web based application

# Customised Solution

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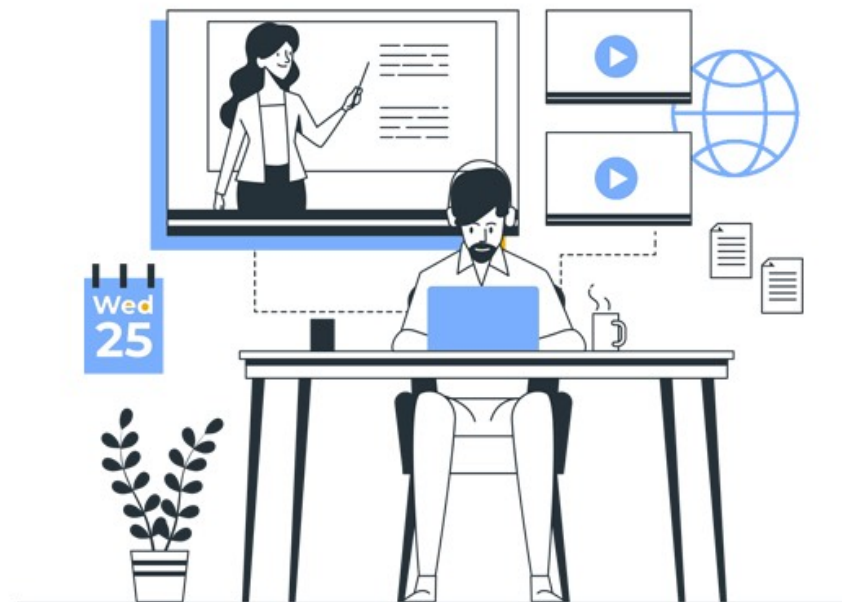
Top organisations know that their people represent their brand. We can customised a smart business card solution to help your enterprise to manage your business cards with all the special features you desire.

## Industry Specific Content Data

Include the content data that is most relevant to your industry. e.g. License No.

## Data Security

From Encryption to Firewall, customised based on your security needs.



## Hosting & Domain

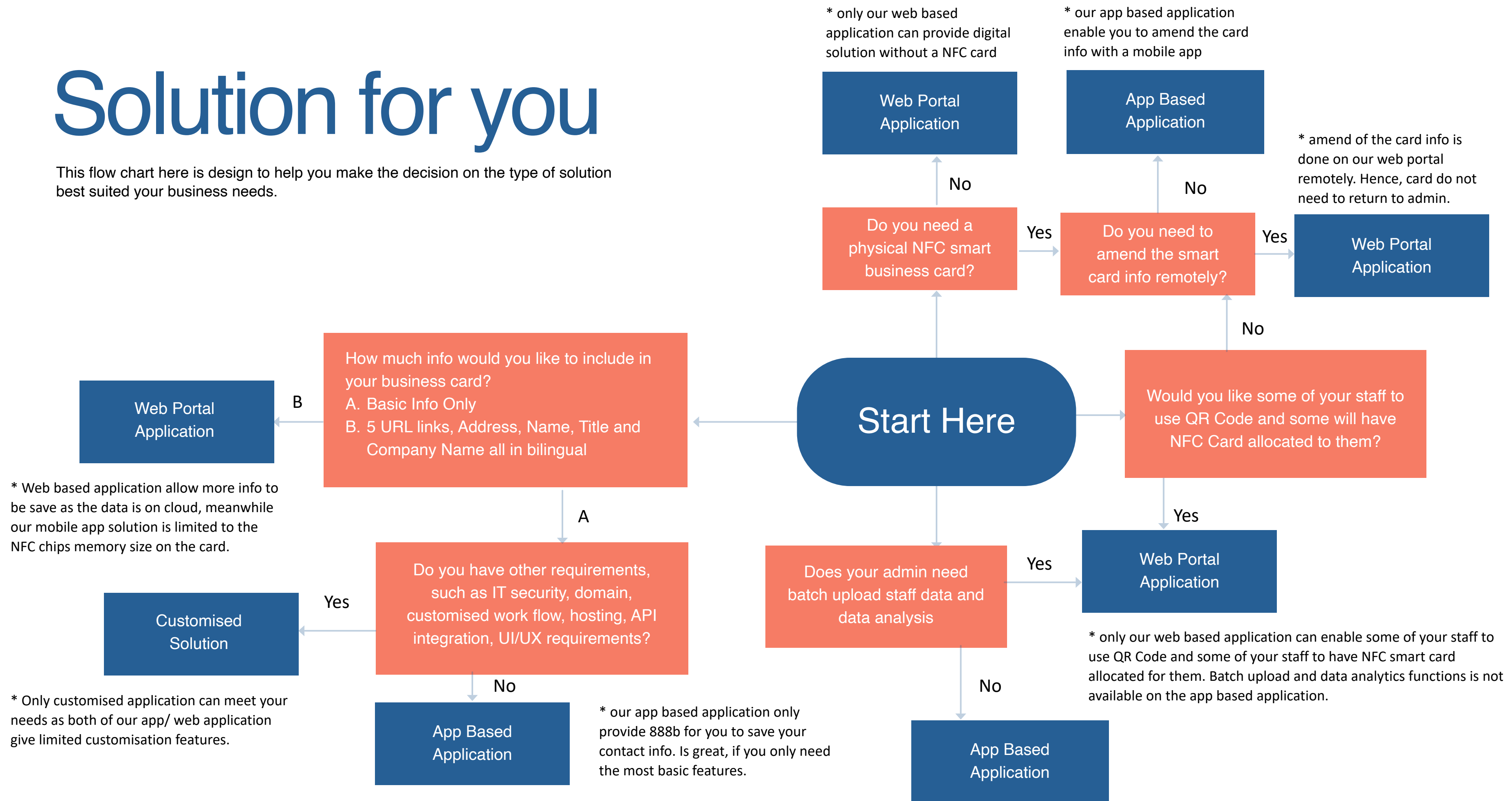
You to decide on the location of your data and the domain name of your digital business card.

## Branding & UX

Re-design your digital business card to match your brand.

# Solution for you

This flow chart here is design to help you make the decision on the type of solution best suited your business needs.





# Case Studies

**Learn from these profiles to see how people from different industries are using our smart business card**

Click to see their profile and scan their QR code to see how they have set their smart business cards.



# E-commerce

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E-Profile



Download Contact



VCard



Learn how James use our smart business card



# Green Business

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E-Profile



Download Contact



VCard

Learn how Jane use our smart business card





# Real Estate

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E-Profile



Download Contact



VCard



Learn how Kimmy use our smart business card

# Healthcare

[Back to Content](#)



E-Profile



Download Contact



VCard



Learn how Doris use our smart business card



# Hotels & Restaurants

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E-Profile



Download Contact



VCard



Learn how Angela use our smart business card

# Education

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E-Profile



Download Contact



VCard



Learn how Dr John Cheung use our smart business card



# Brand & Retail

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E-Profile



Download Contact



VCard



Learn how Tony use our smart business card

# Professional

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E-Profile



Download Contact



VCard



Learn how Jose use our smart business card



# Banking & Finance

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E-Profile



Download Contact



VCard



Learn how John use our smart business card



# How to Order From Us?

Step  
1

## Decision on Applications

There are 3 Options:

1. Mobile Application
2. Web Application
3. Customised Application





Step 2

## Means of Exchange Contacts

You need to decide how you would like to exchange contacts? E.g. 1) NFC Smart Business Card, or 2) QR Code, 3) E-Profile or 4) NFC Sticker!

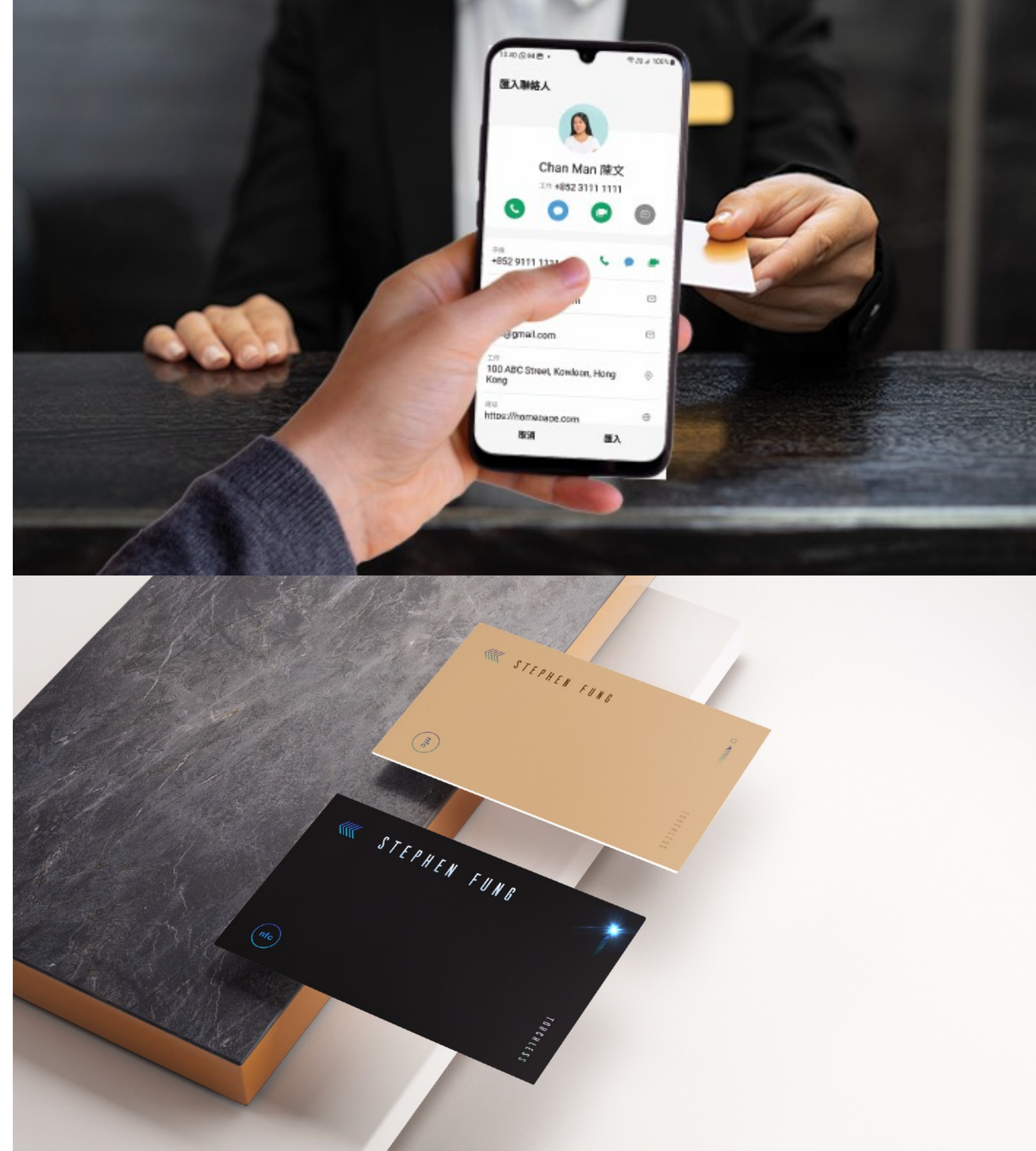
Step 3

## Design Stage

For NFC Smart Business Card and NFC sticker, we will need a design from you and we will proceed with printing accordingly.

For QR Code, we will issue them to you right at the starts.

For E-Profile, no design is needed unless you are choosing customised solution.





Step 4

## Platform Setup and Card Production

Once we have all the design ready, you might have to wait for up to 6 weeks for our platform setup and card production. Customised solution will of coz' take longer depend on complexity.

Step 5

## Delivery

Once the platform and the physical cards are ready, we will deliver the goods to your office.





Final  
Step

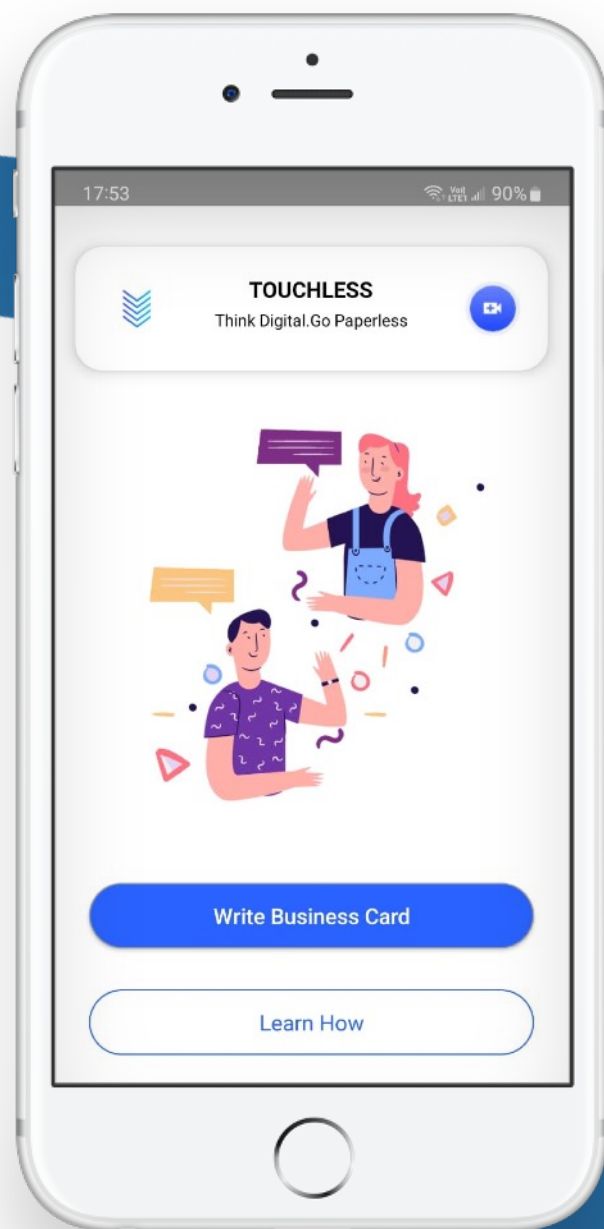
## Product Training

After the goods has arrived at your office, we would arrange training for your team. The 2 training are:

1. Admin Training - For the admin team, so they are aware how to use our application to program for their staff.
2. User Training - For any user who will be using smart business card, so they will learn how to use it.



# Mobile Apps Support



1

**How to program your Touchless Card**

EN

廣東話

普通話

2

**How to program your Web Profile?**

EN

廣東話

普通話

3

**Can I edit the card by myself?**

EN

廣東話

普通話

4

**How can you use your web profile to exchange contact?**

EN

廣東話

普通話

5

**What if your recipient's phone does not have NFC?**

EN

廣東話

普通話

6

**How do I lock the card to prevent unwanted changes?**

EN

廣東話

普通話

7

**What if I lose my card?**

EN

廣東話

普通話

8

**What information can you put on your business card?**

EN

廣東話

普通話

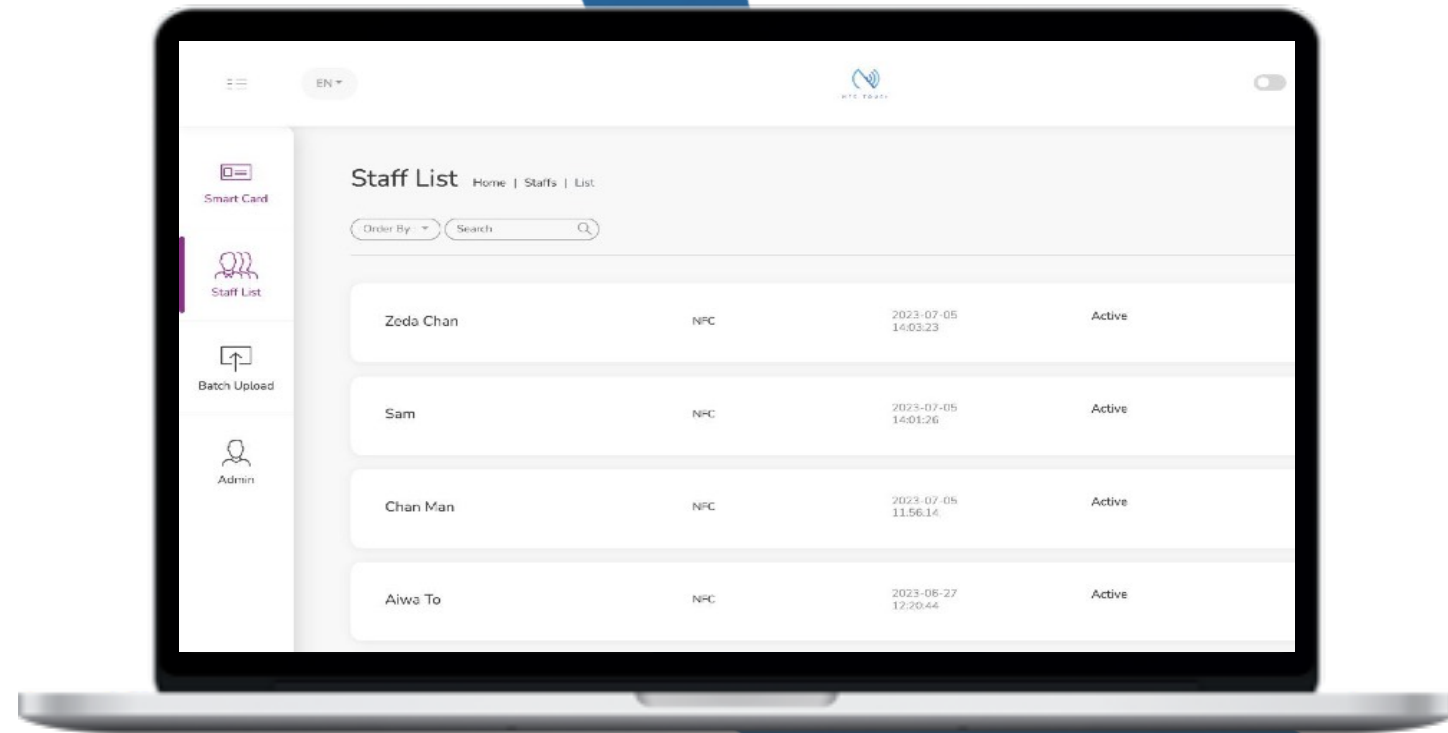
9

**What should you do when error occurs?**

廣東話



# Web Portal Support



1

How to change staff and company name?

EN

中文

2

How to add basic contact info?

EN

中文

3

How to include URL with Customized Title?

EN

中文

4

Information that are for Internal Use Only

EN

中文

5

How to add additional info into the note?

EN

中文

6

How to change the QR Code on the E-Profile?

EN

中文

7

How to include social media and other useful URL in your profile?

EN

中文

8

How to link Smart Business Card with staff profile?

EN

中文

9

How to change the function of the NFC Card?

EN

中文

10

How to disable the smart business card?

EN

中文

11

How to make batch changes?

EN

中文

12

How to customized your e-profile page?

EN

中文

13

What tools you have to better understand your usage?

EN

中文

14

How to setup your login with 2FA?

EN

中文



ABOUT US

# NFC TOUCH

---

NFC Touch is a Hong Kong based innovative tech company who have won many tech awards over the years. We are obsessed with innovating new IoT solutions that transform both products and businesses. Client includes Huawei, Swire Group, HKEX, CITIC, VTC and Manulife. A strong believer in the best way to predict the future is to create it.



# OUR SERVICES

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NFC Touch is an End-To-End NFC Solution Provider. We understand that converting an idea into a reality is extremely difficult. We will take time to understand your idea and advice the dynamics associated with it.



## **NFC Authentication**

Counterfeit activities are now a global problem affecting companies across a range of industries worldwide.



## **NFC O2O Application**

The role of product design has been fundamentally redefined with the emergence of O2O (Online to Offline) and NFC Technology.



## **RFID Digitization**

Enhance business management with RFID technology

# Our Clients

TEMPLEWATER 善水資本

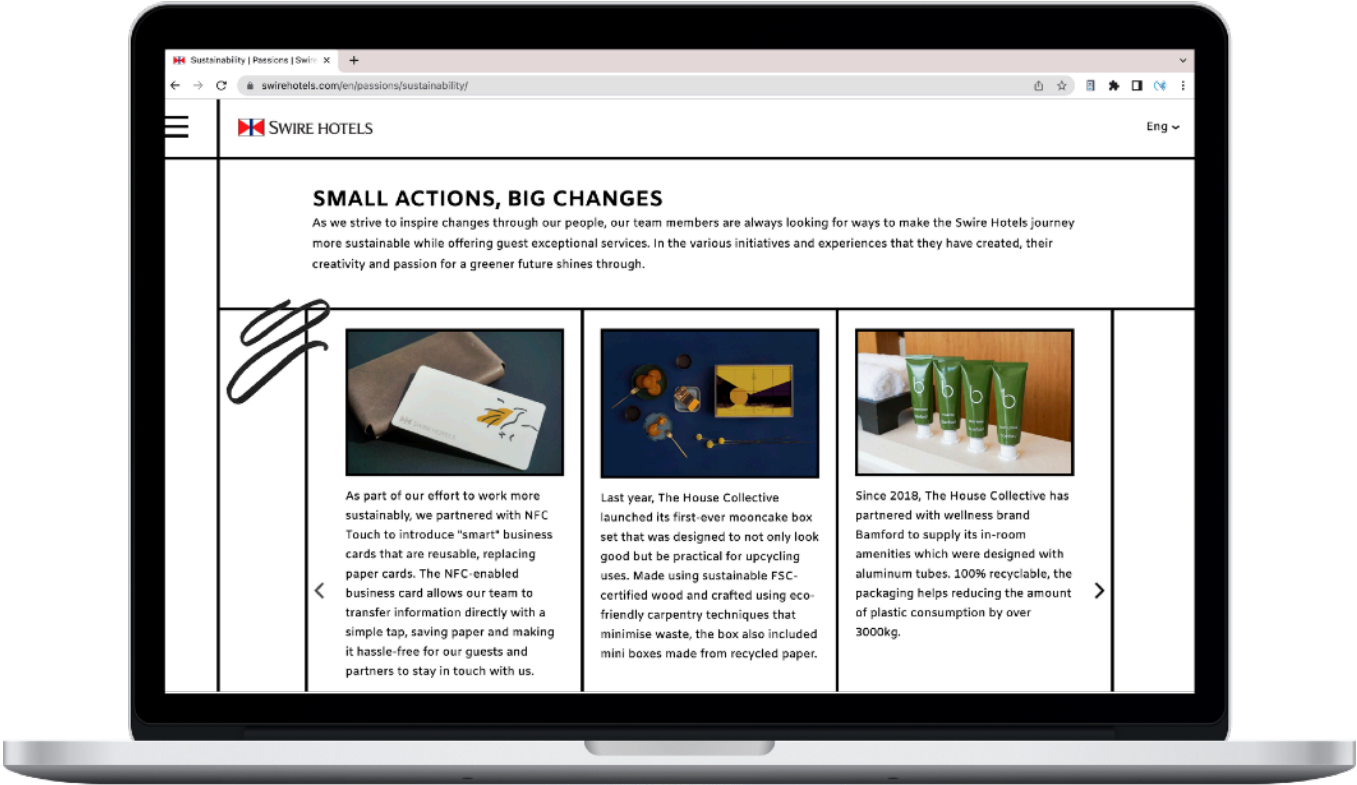




# SWIRE HOTEL

Out with the old, in with the new!

Non-reusable paper business cards have long been used to share contact info with guests and partners. As part of Swire Hotels' s commitment to sustainability and innovation, they have introduced new NFC business cards that are eco-friendly and hassle-free, transferring contact details with just a simple tap.



Visit to Learn More





# CITIC International Bank

## Customer Testimonials

NowTV - Now Finance

Jul 2023

[Click to Watch](#)



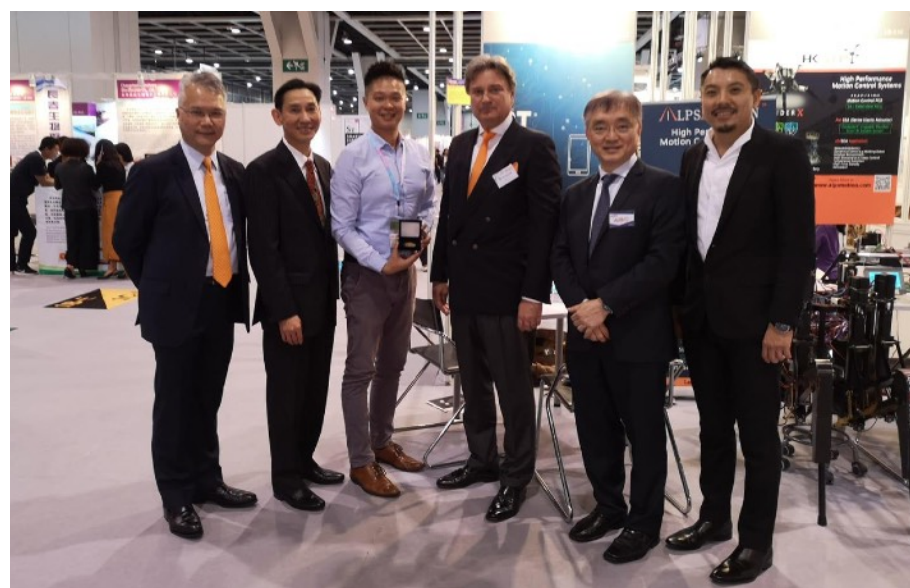
# AWARDS

The latest awards and industry recognition we have won for our product and service excellence as well as community investment achievements in Hong Kong.



## Smart Living Award

Outstanding NFC Technology



## Asia Exhibition of Inventions

Bronze Award



## IFTA Fintech Award

Corporate Achievements in Fintech  
Solution [Regulatory Tech - Silver]



## ETNET Fintech Award

Outstanding Smart Business Card Solution





etNet

NFC Smart Business Card

# In the media

NowTV News Channel

【從場計議】 第三集：NFC Touch Limited





# HKEJ [Startup] Interview

Introducing to NFC Business Card



## Ming Pao

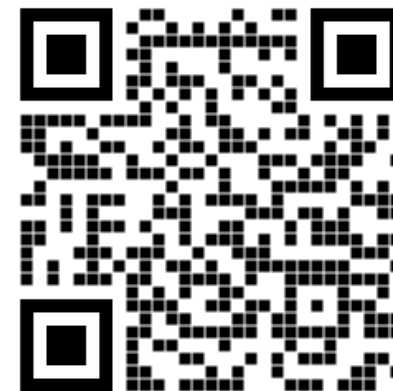
NFC Smart Business Card is the new trend



**AIWA TO**

Customer Service Manager

Contact us for more information and to  
order your smart business card



Save My Contact