



Authenticated Redirection™

Effortless consumable replenishment with one tap

NXP introduces a new consumable replenishment method that expands market share, increases revenue, and provides a pleasingly efficient consumer experience.

Current consumable replacement challenges

Consumables offer sizeable revenue stream potential for OEMs, yet the potential often isn't fully realized for various reasons:

- ▶ Consumers often prolong replacement, due to inattention, inconvenience, or lack of clear expiration indicators.
- ▶ Loss of sale to competitive or counterfeit options, which also impacts product performance, brand liability, market share, revenue, and profitability.
- ▶ Combating consumable counterfeits and competitive alternatives can be cost prohibitive.

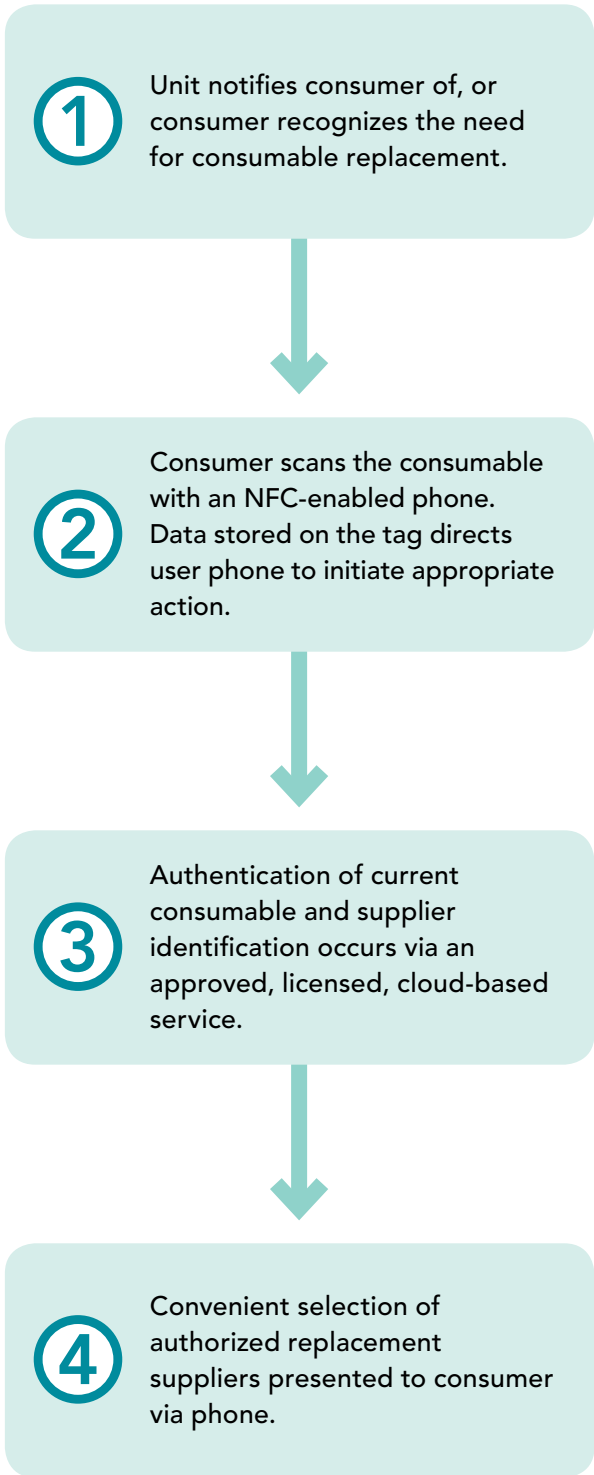
The Authenticated Redirection solution

The Authenticated Redirection solution, offered exclusively through NXP and powered by NTAG NFC technology, is a simple and cost effective method to help validate and enforce authentic consumable replacements using a trusted partner fulfillment process:

- ▶ NFC technology can enable gentle reminders to consumers of expiration.
- ▶ Reorders simply involve waving an NFC-enabled phone near the original consumable.
- ▶ Brand-approved trusted eRetailers appear on the NFC-enabled mobile screen, facilitating a convenient one-tap purchasing experience of a genuine replacement without competitive distractions.
- ▶ The OEM can dynamically track sales results, control trusted partner choices, and allocate leads.



Consumable experience with NFC



Licensed NXP
Authenticated
Redirection™
Cloud Service



Consumable tracking analytics

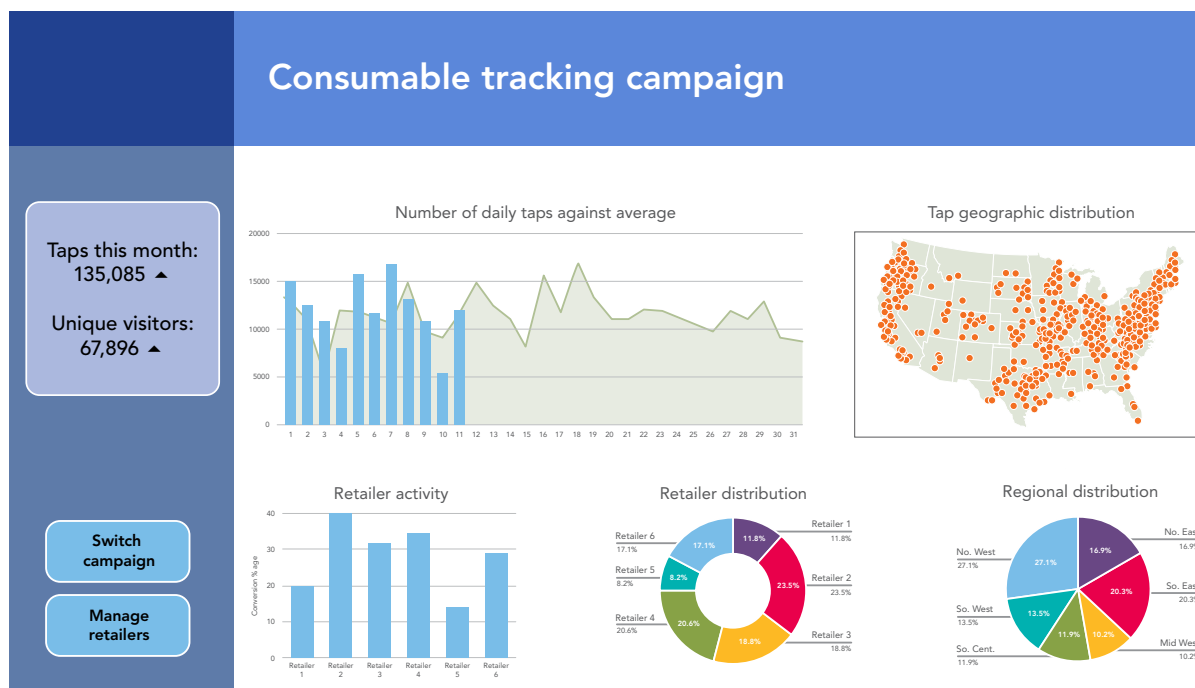
Easy to obtain, real-time data helps OEMs target resources

NFC technology, along with cloud computing and data storage, offers new business opportunities, as well as better tracking of real results.

The Authenticated Redirection™ Cloud Service (see sample below) provides consumable tracking campaign information, such as number of daily taps, geographical distribution, and retailer activity.

Depending on OEM desires, data accumulated can be as granular as SKUs, model types sold, or other unique identifiers. Or, aggregation of data into retailer distribution or regional distribution could help direct and target subsequent business decisions regarding retailer incentives or where to focus advertising resources.

Best of all, the OEM need not settle on any particular vendor choice or vendor lead allocations in advance. These details are all dynamically alterable via the cloud at any time.



Additional information about Authenticated Redirection™

Authenticated Redirection technology components are in place and available now. Contact NXP to learn more:

- ▶ Via email: rfid.info@nxp.com, using "Authenticated Redirection" in the subject heading.
- ▶ Visit our website: www.nxp-rfid.com/AR