

NFC Tech Like **isee tap** vs QR Codes



SECURITY

Secure, resistant to cloning, difficult to hack

Not Secure, easy to clone/hack



READABILITY

Easy, read with one tap

Difficult, good lighting required



EASE OF USE (Brand/Retailer)

Simple, NFC Comes standard on most smartphones

Requires an app to read



EASE OF USE (Brand/Retailer)

Simple, content can be updated from anywhere in the world

Complex, must print all new signage/QR codes to update content



DESIGN

Unlimited options, completely integrates into brand graphics

Unattractive, requires larger size to improve readability



isee tap™ PLATFORM

THE NEXT GENERATION OF MOBILE ENGAGEMENT
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