

And if the packaging of your medical products could become the digital medium of your laboratory ?

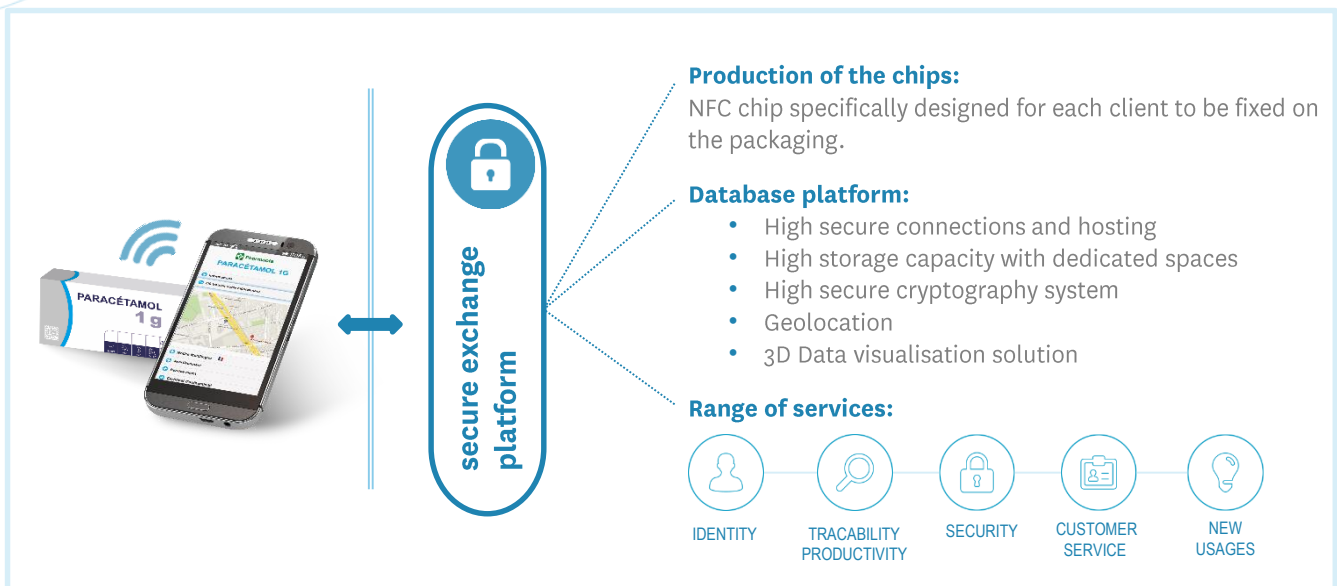
A connected medicines packaging can get the right information to the right people throughout the health chain. How does it work? A **NFC chip with a unique code fixed to the packaging is linked to a high-secure database platform hosting content or information about the product.**

Digital CSP has developed a **complete, unique and secure value chain**: from NFC chips production to the database platform management until the data restitution.

Android smartphones are compatible with NFC for a long time; **Apple just announced that the next iOS version will add support for NFC tag reading:**



<https://www.nfcworld.com/2017/06/06/353042/apple-adds-support-nfc-tags-iphone-7-apple-watch/>



Using a NFC chip to connect a medicine packaging offer several advantages:

- **Security:** unlike Datamatrix, NFC is unfalsifiable and non-reproducible;
- **Flexibility:** a flexible and interoperable system; small-size chips tailored to existing packaging or directly integrated in the packaging;
- **Cost:** an affordable technology;
- **Agility:** unlike RFID or Datamatrix, immediate reading of information (without downloading any application) and accessible to all (using a smartphone).

With all type of smartphone able to read NFC, there is no more barrier to use this technology. And **there are many and varied uses with medicines packaging:**

- multilingual medicines instructions;
- tutorials about handling;
- treatment follow-up;
- exchange support for complex medical protocols;
- targeted information to the patient or health professional;
- direct marketing for the OTC...

Feel free to contact us to exchange on this subject, ask for a demo and create your own NFC purpose!

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