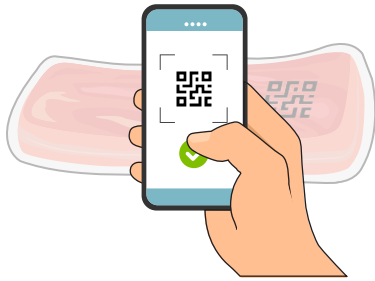


# Smart Packaging : Consumer Experience

## 1 Bring Digital Value to Physical Products

Up to  
**15X**

more engagement than paid digital media, with a lower CPC.



## 2 Increase Engagement Time with Your Brand



Up to  
**25%**  
longer dwell  
time with your  
brand content.

## 3 Access to Valuable Data & Analytics



Learn what matters to your customers. See when, where, and what time they scan your products and more!

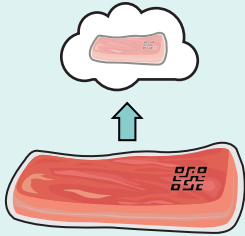
## 4 Easy to Update, Modify and Enhance



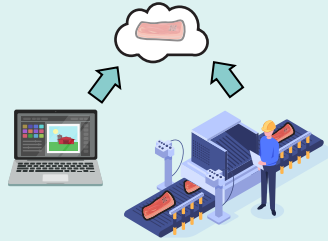
Spend less time managing multiple vendors. **We handle it all.**

# The Power of Our Product Cloud

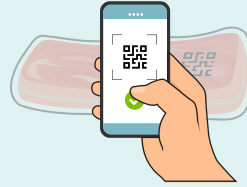
**1** Every physical package is linked to a digital twin in our product cloud through a code



**2** Easily upload or download product information



**3** Deliver personalized content by analyzing data collected from consumer's scanning device in real time



**4** The cloud captures data from every engagement that brands can use to improve marketing effectiveness



## What Makes Our Solution Unique?

A QR code typically takes consumers to a generic website. However, our cloud platform **analyzes every scan** and takes consumers to a **personalized experience** based on factors such as the scan location, time, day or even the number of scans. Brands can send different coupons to consumers in Florida vs. California, or share different ads to consumers scanning in the morning vs. the evening. With prismiq,™ brands can customize the experience to provide relevant information and keep consumers engaged.

What's more? We offer the **End-to-End Solution** to make smart packaging easy for brands:



**DESIGN** - Our team will design a code for each specific product needs. We can also provide full coverage package graphics.



**PRINT** - Our digital printing services enable us to print vibrant colors, high quality graphics and the code(s) needed for the Smart Packaging solution.



**CONNECT** - Let our design services create a personalized and engaging platform for end consumers to connect with the brand.



**COLLECT** - Our cloud based system receives data and analytics from each product line or even each individual package scan.

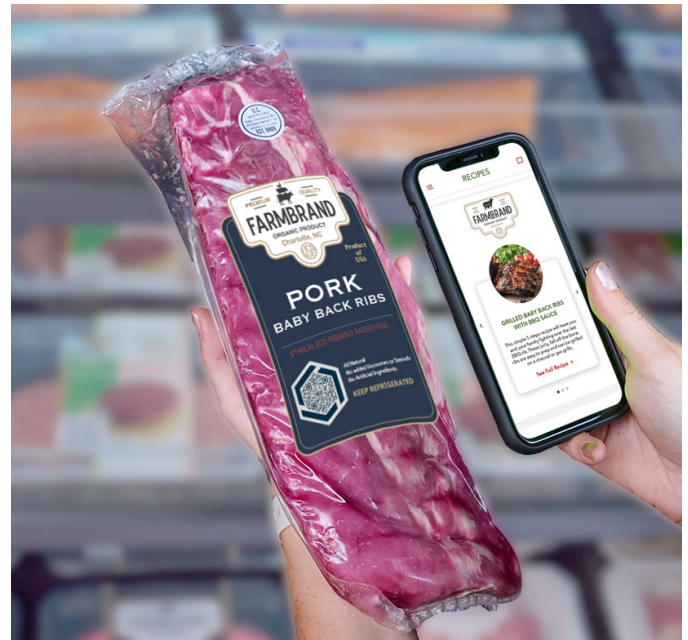


**MANAGE** - Every scan from the package creates data that can be transformed into valuable information. Use these insights to make informed decisions that will transform your business.

## What's the Value Add?

### Dive into product based 1st party data and analytics.

Learn what directly interest your consumers, what time of day they are most active with your products, how long they engage with your consumer experience, which coupons or recipes they interact with and much more. Product data and analytics enable brands to strategically plan for new marketing strategies, promotions or even launch new product lines.



## Our Managed Service Agreement

A monthly fee gives brands access to our smart packaging product cloud platform and hosting software. We also work with brands to maintain, update and enhance user experiences while providing data and analytics on a customized cloud dashboard. Speak with your local sales rep to learn more!