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## Taganize NFC embedded Credit Card Adapter - By John Paavo Tengström

How many times have you been in a situation where you wanted to go out and not have to take you wallet with you?

As today's technologies advance, we are at a turning point where smart phones and NFC enabled technology are easing our way of life. Today, a person can leave his/her home only needing at the most 3 cards, For example, I.D., bank card and a loyalty card.

The Taganize card holder system solves this everyday problem by incorporating a 3 credit card size adapter into the back cover of the Lumia 820. Now anyone can go out with only the cards needed. What's more, by using our uniquely integrated and styled lanyard they will always be under your nose for safe keeping !

Combined with the NFC products and services being launched this summer by Helsinki, Finland based Taganize you can now take your NFC enabled smart phone to a hold new level. Get ready for the world revolution!

Breaking News! - Breaking News! - Breaking News! - Breaking News!  
For Immediate Release  
28 March 2013, Helsinki Finland

Teleco's and retailers speak!

Desiring to gauge two days of hard work, I brought my "Taganize NFC embedded Credit Card Adapter" to various GMS operators and retailers throughout Helsinki in order to gauge their reaction to my invention and whether or not as "sellers" they believed there to be a market for my creation. Those approached included Nokia Shop, Elisa, Expert, Sonera, Telecom Finland and Gigantti.

The number one feature everyone stated they liked was the fact that a lanyard was included within the product. Too many merchants said people were turned away from purchasing a specific brand phone simple because a lanyard could not be used. In one specific example 2 handsets were pulled from a sales persons pocket noting how each included a place to attach a lanyard.

The consensus was firm that paying 25€ to 30€ for such a unit was reasonable. All the individuals I spoke with on the sales floor felt extremely confident in their ability as sales persons to recommend this product at that price point and to successfully sell it.

In two separate discussions today at two different retails stores, sales people showed me comparable product that they had to sell which was similar to the "Taganize NFC embedded Credit Card Adapter" These included product from Golla and Insmat. Pictures have been attached here for review. Of these, one attaches to the belt and the other uses rock climbing attachments to affix a lanyard to it. Mine was endorsed as being the most practical and comfortable to use and operate, while specifically giving the customer what s/he wanted.

All agreed that a three card max. was sufficient and that the integrated feature was a great idea because currently people are doing things that aren't to safe or smart.....

Of all the conversations I had today my talks with the Elsia representative proved very interesting. Not only did the sales person know the company product line inside and out. The ability to cross sell and up sell was evident in this persons skill set.

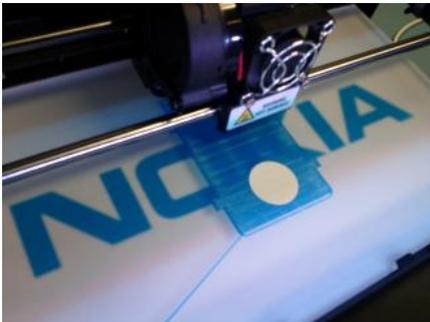
When I presented my product video demonstrating how a NFC tag was embedded into the unit I was quickly shown the Elisa & Masercard Pay Pass pilot product currently being evaluated. A picture has been included here as well. The idea of being able to "embed" a NFC payment card into a back cover of a smart phone while maintaining a level of anonymity was extremely interesting to consider. In certain perspectives this could lower the anxiety felt after a smart phone was lost or stolen. Who would know what was inside if they could not see it?

Finally, I took my product to the Helsinki Public Library located within Lasipalatsi. Here they have products on display in an attempt to collect

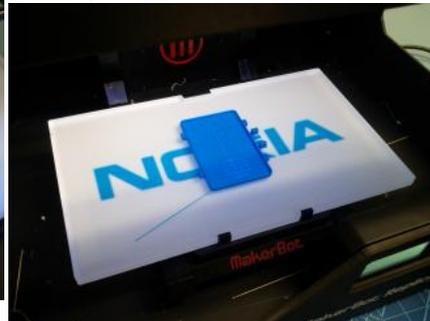
feedback for the companies creating them. They also have 3D printers available to the general public for personal use. When I showed my product and pointed out that it had been uploaded to Thingiverse, I was told that "sure we can print that for you.... and it will only cost 0.40€"! Not believing what I just heard I asked for confirmation. Yep, we are a public entity and we only charge for material..... Wow.

What times are in store! Your down stairs in Elisa and buy your new smart phone and literally seconds later you can take the stairs to lasipalatsi to print your custom back cover and embed your pay pass.....

Watching what happens next will certainly be fun.



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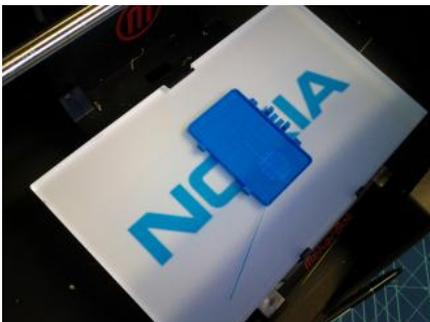
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