

# WHAT ARE THE DIFFERENCES BETWEEN NEAR FIELD COMMUNICATION AND QUICK RESPONSE CODES?



NFC is the right tool to strengthen customer relationships and enhance the customer experience by making in-store and post-sale engagement simple and compelling.

## NEAR FIELD COMMUNICATION (NFC)



A short-range wireless connectivity technology that helps consumers connect to a world of convenience, information, and enhanced experiences at home, around town, or when they travel. With NFC, users choose when they want to access content or have an NFC experience

## BARCODE/ QUICK RESPONSE (QR) CODE



A visual barcode that, when scanned, might open a web page or download information. The user must have a barcode reader app installed and opened on their smartphone to read any barcode.

# HOW DOES NFC COMPARE TO QR CODES?



## NFC VS. **STATIC QR CODES**



Secure, resists cloning	✓	<b>SECURITY</b>	✗	Not secure, easy to clone
Read with one tap. NFC Tag is resistant to surface damage, scratching.	✓	<b>READABILITY</b>	✗	Requires good lighting and good line of sight. Susceptible to surface damage, scratching.
Wave the phone near the NFC tag area and the information is transferred instantly	✓	<b>EASE OF USE</b>	✗	Download and open a scanner app or utilize the camera app, wait for the phone to analyze and react to the code
Limitless, invisible and integrated into brand graphics	✓	<b>DESIGN</b>	✗	Unattractive, must maximize barcode size to improve readability

## WHY INTEGRATE NFC INTO YOUR BRAND AND RETAIL STRATEGIES?



Delivers intuitive experiences to digital native and mobile-first shoppers



Enables a personalized digital experience unique to each unit of product



Addresses consumer preference for speed, convenience, and control



Integrates easily into every step of the consumer journey



Brings the benefits of digital marketing to physical products and packages



Provides simple and straightforward customer experience