

A top-down view of a wooden desk. On the desk, there is a laptop with a dark keyboard, a spiral-bound notebook, and a pair of glasses. The background is a light-colored wooden surface. The text is overlaid on the image.

NFC TECHNOLOGY
Opportunities

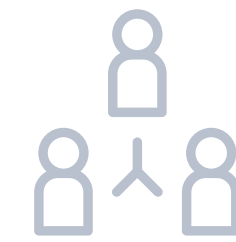
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LANDS' END
BUSINESS

WHAT IS NFC TECHNOLOGY?

NFC stands for near-field communication and it allows phones, tablets, laptops, and other devices to easily share data with other NFC-equipped devices. The technology evolved from radio-frequency identification (RFID) tech.

WHAT IS THE PURPOSE OF NFC?



Transfer Contacts



Send Documents



Online Content



Contactless Payment




Read NFC Tag

WHAT CAN NFC DO FOR US?

Replace excess print collateral and offer engagement for:

- RFP or capabilities presentations
- Tradeshows
- Direct mail
- Customer info acquisition
- Share company information/promos in a new & modern way

NFC FOR LESU PROSPECTING CAMPAIGN



THIS IS OUR
DIGITAL HANDSHAKE.
Nice to meet you.

Hey (NAME)!

Every great relationship has to start somewhere, right?
And, as everyone knows, making a great first impression is key.
That's why we're extending this "hi-tech" hand in friendship
as a way for you to get to know us a little better. All you have
to do is put on your bracelet, extend your hand in return, and
tap it against your phone.

Then hopefully, you'll give us the chance to get to know you
a little better, too.

ANDROID INSTRUCTIONS

nfc wristbands
EASIER THAN 1,2,3'S

If your device has NFC, the chip and Android Beam need to be activated so that you can use our Lands' End NFC wristbands:

- 1 Go to Settings > More.
- 2 Tap on the "NFC" switch to activate it. The Android Beam function will also automatically turn on. If Android Beam does not automatically turn on, just tap it and select "Yes" to turn it on.
- 3 Smartphones' NFC capabilities operate in tandem with Android Beam. If Android Beam is disabled, it may limit NFC's sharing capacity.
- 4 Tap the Lands' End logo of the wristband against the top of the phone.

LANDS' END SCHOOL



- Replace waves of postcards with instructional postcard that accompanies wristband.
- Wristband directs them to single webpage with pillar content and info acquisition area.
- This enables us to obtain quantifiable and trackable info regarding client and effectiveness of campaign.

NFC DEMONSTRATION

A person's hands are shown holding a globe of the Earth. The globe is positioned over a map of Africa, which is the central focus of the image. The map is detailed, showing various countries and geographical features. The background is a light-colored surface with a pattern of small, colorful icons or symbols. The overall lighting is soft and slightly dim, creating a contemplative atmosphere.

QUESTIONS + IDEAS

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