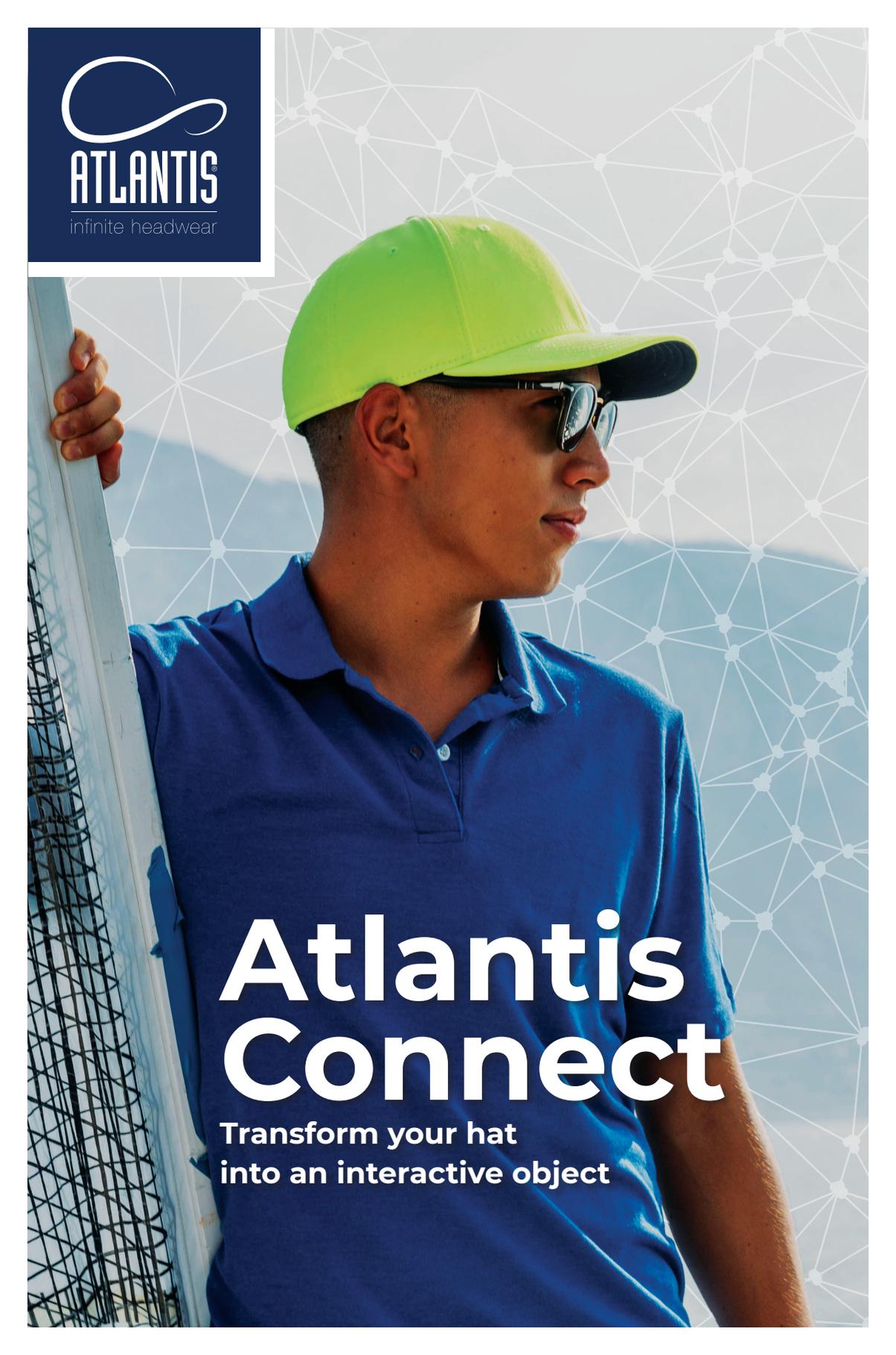




**ATLANTIS**

infinite headwear



# Atlantis Connect

Transform your hat  
into an interactive object

# ATLANTIS & NFC

# JUST TAG IT

Atlantis upgraded the models of the **sustainable collection** placing the **NFC** tags inside each visor, in order to tell their special features like **recycled polyester** or **organic cotton**.

## WHAT IS NFC

**NFC** stands for **Near Field Communication**.

It's a simple method of **wireless** data transfer that enables and **shares** information in close **proximity** to communicate without the need for an internet connection. It's easy, fast and works automatically.

## HOW DOES IT WORK

NFC technology is integrated into **chips** that can be **embedded** in everyday items, like clothing or any wearable devices, and can be **scanned** with a smartphone.



Download our free ATLANTIS APP and you will decide which contents to upload on your headwear with ATLANTIS CONNECT. **Your contents will take your hat to the next level!**



**Tap the top of your phone** to where the NFC tag is located.



**Get access to the contents** and **have fun!**



# LEARN MORE

# ATLANTIS CONNECT



1,1

billion devices with NFC technology will be activated in 2022. In 2019 activations have reached a peak of 722 million.



33,8

billion dollars is the wearable devices revenue worldwide in 2019. It will grow up to 73,2 billion dollars in 2023.



350

million people are using a wearable devices every day and they are growing with a 5% annual rate.



143

million wearables units have been shipped in 2019 and they will exceed 210 million in 2022.



11,8%

is the penetration rate in the markets of the United States, Hong Kong, United Kingdom, China and Australia. Europe settles at an average rate of 7.5%.



25%

of the world's population is inclined to buy wearable technologies.

Our spirit of innovation drives us to have **new ideas** and products that let our customer live the **best experience**. **Atlantis Connect** is a tool of our Atlantis App that allows you to upload and update **exclusive multimedia contents** on the NFC tags embedded in our hat visors.

Tell your product's **unique story**, connect people with your **website** or your **official store**, link your blog to spread your **videos**.

All with a simple tap of your smartphone.





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