

# Take your hat to the next level



The great Atlantis  
breakthrough  
transforming a hat  
into a real  
interactive object

  
**ATLANTIS**  
infinite headwear



# Atlantis & NFC

Discover the new 2019 Atlantis **Green Cap** in organic cotton, and **Recycled Cap** in recycled polyester coming built-in with NFC technology.

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

It is the contactless technology that can transmit information between tag-equipped tools and can be embedded in everyday items, like clothing or any wearable devices.

# Atlantis Connect

Be different and let your customers live the **best experiences**.

With NFC technology & ATLANTIS CONNECT you have countless ways to **customize** your cap:

- upload and update **exclusive multimedia contents** on the NFC tag and share what's new in your business;
- transform your caps into a **game** thanks to NFC, adding extra value to the item. Games can include **challenges** that unlock **prizes** such as discounts, access to exclusive events and more;
- empower your products in order to tell their **unique story** with NFC and educate customers on what makes a product special and why they should buy it.



# Just tag it

Scan the **QR CODE**, download our free **ATLANTIS APP** and dive in all the **ATLANTIS CONNECT** tools. Your contents will take your cap to the next level!



1. Scan the **QR CODE** and install **ATLANTIS APP**



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



3. Get access to the contents and have fun!

## Did you know?

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.





**ATLANTIS<sup>®</sup>**

infinite headwear

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