Digitizing Marketing Collateral: An Alternative for Printing Large Quantities

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Marketing collateral such as brochures, catalogs, business cards and other printed sale support tools are inconvenient due to the inefficiency in retaining and in looking up any information, it also has a significant environmental impact within the manufacturing process of paper stock and printing process. Following the engineering design process, I was able to build a low-cost (15 dollars) prototype of a smart card and stand using RFID technology (Radio-frequency identification) and IOT (internet of things), that allows exchanging business cards or collecting handouts in a digital format by making the devices come into contact. Thereafter, information well be sent to and received from others via internet access. For a first prototype, it was managed to make the smart card/stand send and receive information through email as a proof of concept. Meanwhile, we are working on linking it with a mobile application so that contact information acquired by use of the smart card is stored in one place, and for the user to easily edit his contact information that is being sent. All what has been done seeks to approach a larger goal of designing a full cloud-based platform for managing eco-friendly events.

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