無線射頻識別技術
Radio Frequency Identification (RFID) Technologies
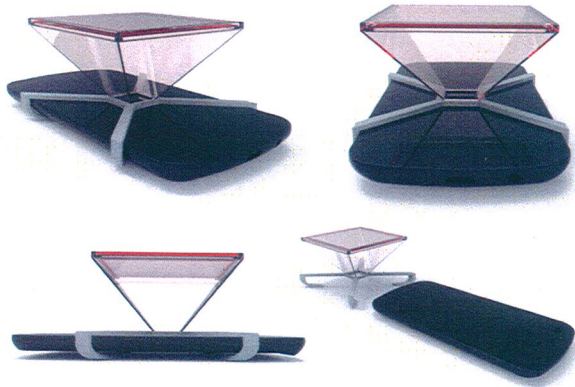
NFSee

立體影像顯示器 – 創新的產品展示方法
3D Viewer - An innovative way to visualize products

項目簡介 Project Introduction

NFSee是一個結合近場通訊(NFC)技術及3D產品影像的創新設計，以一個創新的方法將產品呈現，希望為顧客帶來一個全新的購物體驗。NFSee不但刺激了現有的產品宣傳方法，更能吸引顧客購物消費。NFSee由四個主要部分組成，包括NFC標籤、智能電話、NFC雲端平台和NFSee影像顯示器。NFC標籤會預先儲存一個與產品相關的影片網址，當顧客用具備NFC功能的智能電話閱讀該NFC標籤時，該段影片就會由NFC雲端平台下載至顧客的電話，然後顧客只需把NFSee影像顯示器放在電話屏幕上，電話中的影片就會由平面影片轉換為多角度的立體投影影片。
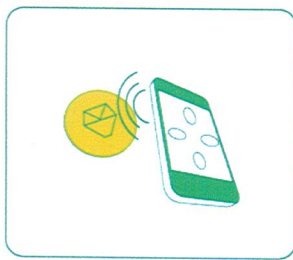
NFSee, an innovative design with Near Field Communication (NFC) technology and 3D product images for visualizing products, aims to bring a new shopping experience to customers. It can revitalize the existing promotion channels and also motivate customers to purchase products. The four core components of NFSee solution include NFC tag, smartphone, NFC Cloud Platform and the viewer. A NFC tag stores an access link of a video of a product. A NFC-enabled smartphone reads the NFC tag, and the video can be downloaded from NFC Cloud platform to the smartphone. A special designed viewer can be then attached to the smartphone and changes the 2D video to 3D illustration.
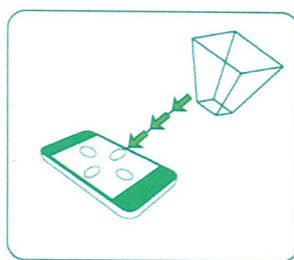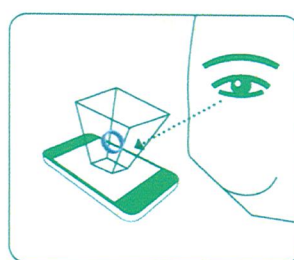

NFSee 裝置
3D drawings of NFSee

NFSee 的組成部分
Core components of NFSee

1. Read the tag

2. Place the viewer

3. Enjoy the 3D illustration

NFSee 的使用步驟
Procedure of using NFSee App and the Viewer

為消費者而設的應用程式
Tailor-made NFSee App

特色及優點 Special Features and Advantages

- 為消費者提供24小時的購物體驗。
- 以立體展示產品的方式，取得推銷的領先地位。
- 建立產品媒體資料庫。
- 可應用於店舖及家中。

- Bring a 24-hour shopping experience to customers.
- Achieve a leading position in promoting goods by using 3D illustration.
- Develop an organized 3D product specification database.
- Applied to both shops and customer's homes.

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