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# **Multi-Touch Card**

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# What is a Multi-Touch Card?

- ✓ Use of patented electrostatic capacity technology
- ✓ Embedded with an electric circuit with patterned electrodes not visible to the human eye
- ✓ Capacitive touch panels respond by tapping the card onto them
- ✓ Three different contents corresponding to each icon (button) can be displayed on a touch panel display

## Benefits are...

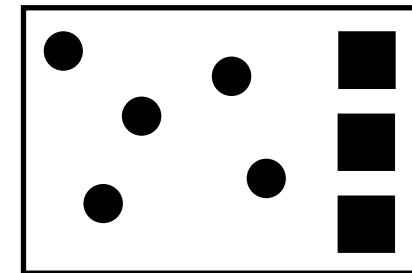
- ✓ High content confidentiality
- ✓ Operationally easy
- ✓ Multi-function
- ✓ Form is unrestricted ; may be embedded in posters, flexible stickers, etc.
- ✓ Forgery is practically impossible
- ✓ Possible application for off-line use

## Tourist card example

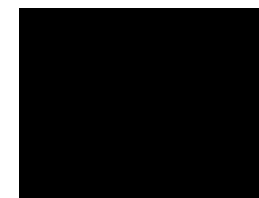
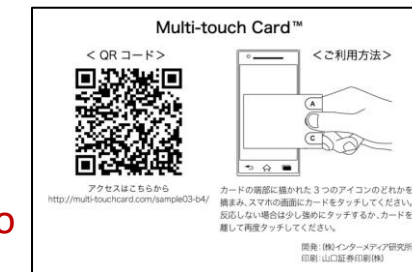
Front-side view



Simplified inner electrode pattern

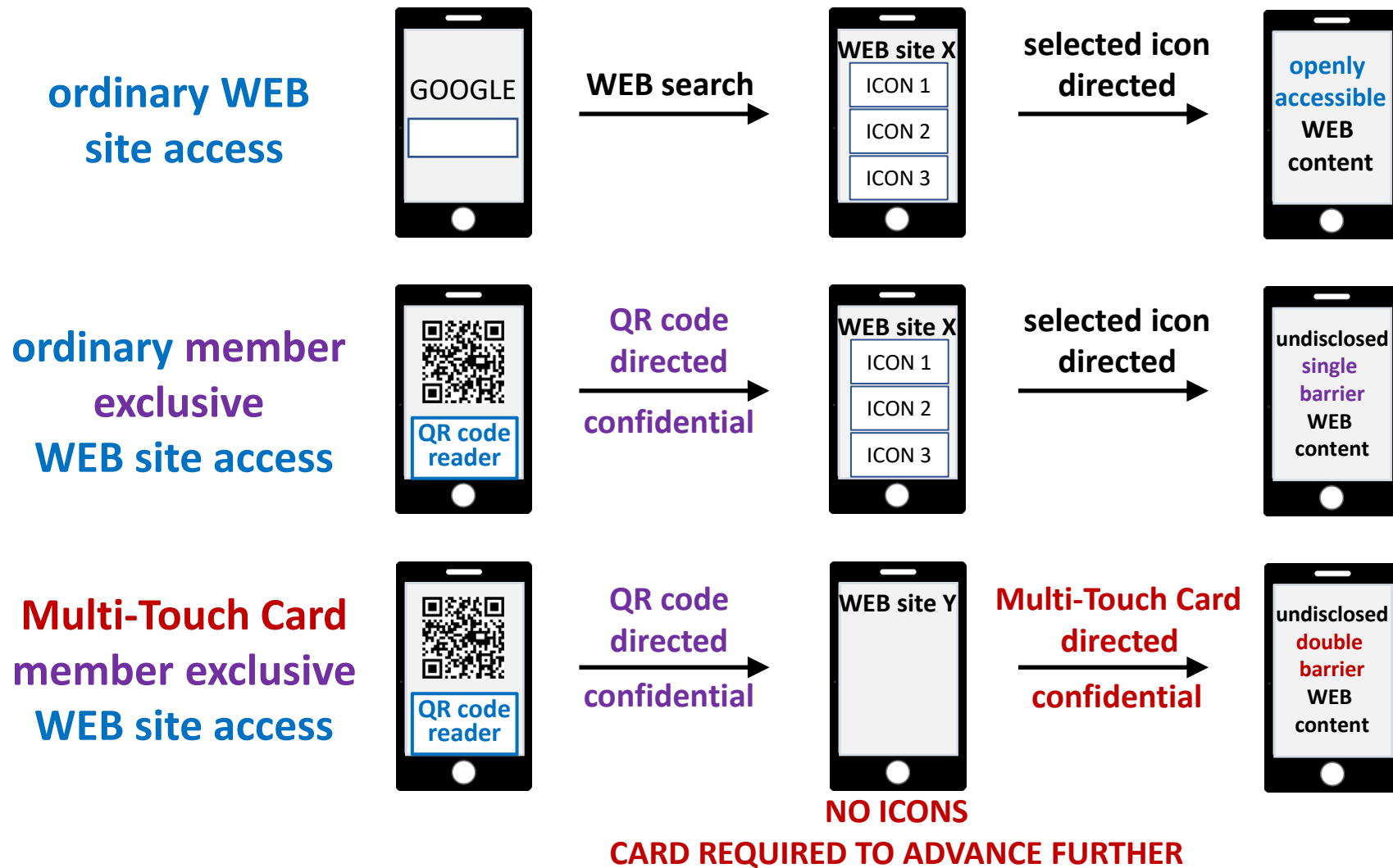


Back-side view



Multi-Touch Card video with English captions

# Difference in Content Access



# Multi-Touch Card in the Domestic Market

## Examples



Electric appliance store  
(3<sup>rd</sup> Largest in Japan)



Railway company  
character card  
(one of a series of six)



Bureau of Waterworks,  
Tokyo Metropolitan Govt.



Women's baseball  
promotion card



Railway event

Other major customers: Ibaraki Pref. Govt. (Inbound), Chiba Pref. Govt. (Inbound), NEC (Rugby club)  
Total sales: over 400,000 (including cards and posters)

# Other Possible Applications

- ✓ **Member-Exclusive Contents**
  - Exclusive information (Discount campaigns, etc.)
  - Coupons
  - Arcade game card
- ✓ **Personal Contents**
  - Greeting cards
  - Gift cards
- ✓ **Multi-Language Support**
- ✓ **Advanced Business Card**
  - Promotion of own products
- ✓ **Authentication**
  - For example, loose authentication for entry to common space





# Product Example: Gift Card

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## A Greeting Card and Gift Card in one

- ✓ A one and only greeting card can be made by linking a personal video message
- ✓ A gift card function can be added

