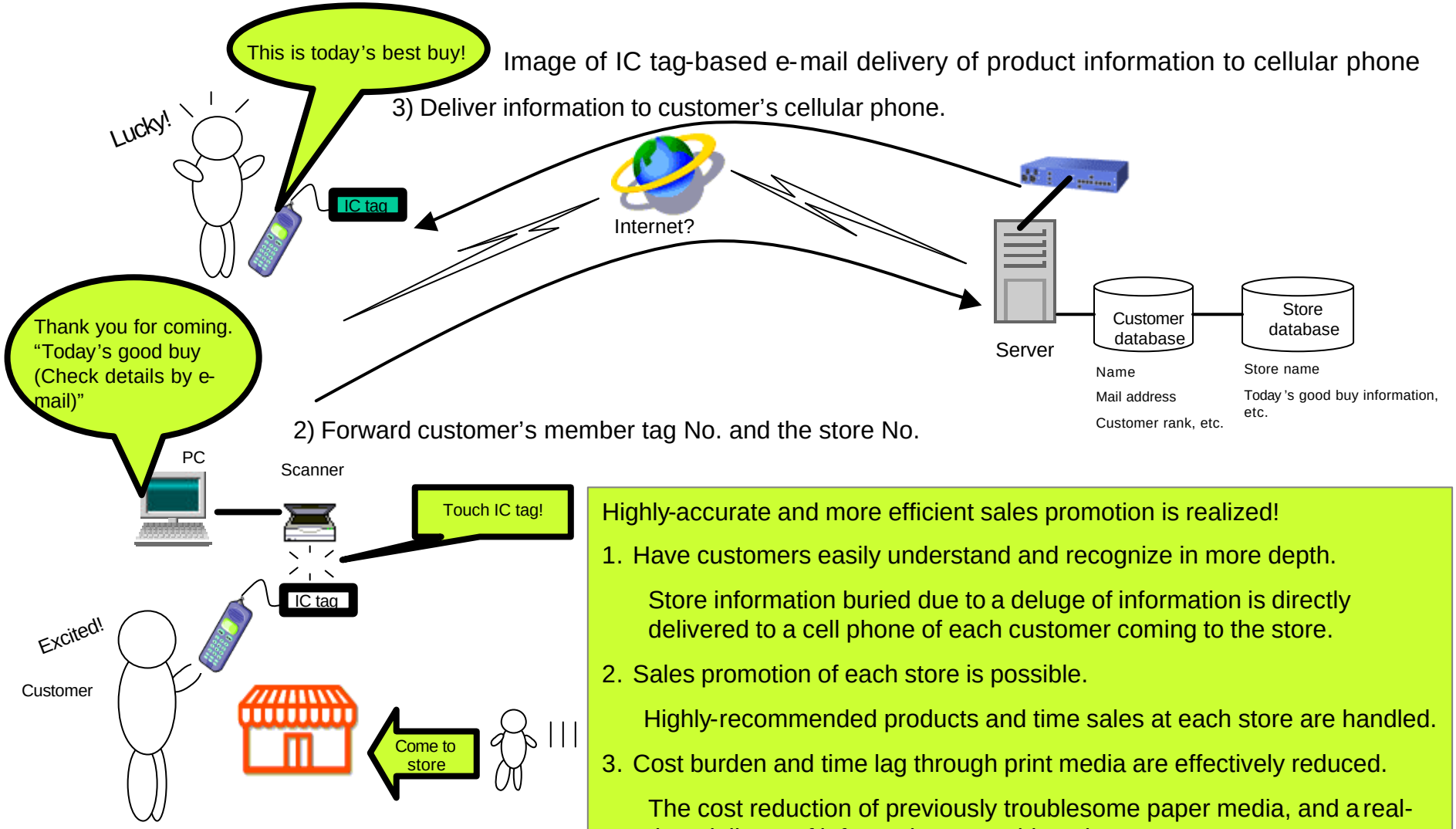
Cases of proposal for RFID-based store marketing support

Image of IC tag-based e-mail delivery of product information to cellular phone



Highly-accurate and more efficient sales promotion is realized!

1. Have customers easily understand and recognize in more depth.

   Store information buried due to a deluge of information is directly delivered to a cell phone of each customer coming to the store.

2. Sales promotion of each store is possible.

   Highly-recommended products and time sales at each store are handled.

3. Cost burden and time lag through print media are effectively reduced.

   The cost reduction of previously troublesome paper media, and a real-time delivery of information are achieved.

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