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THE SWISS COMPANY MEDIA CONTACTLESS HAS ARRIVED IN ITALY THE "*PHYGITAL*" WORLD COMES INTO DAILY USE: THE REVOLUTION HAS BEGUN

Reference hashtag: #MediaContactless #Phygital

Media Contactless, an innovative Swiss **start-up**, has kicked off its internationalization **strategy** starting from the Italian market with the opening of its first branch in Milan.

Media Contactless works on **NFC** (Near Field Communication) **hardware solutions** and **software** that connect **physical products** and **spaces** to **digital experiences**.

Media Contactless has developed an **innovative marketing campaign planning and management system** to transform a product into a real media that can be integrated into omnichannel strategies.

Imagine having products distributed on the market and being able to easily program what they must communicate in a given period of time simply by holding a smartphone close to the product. For example: *"In the next 3 days the products on the Italian market must broadcast the new promotional video which will then lead the user to the e-commerce page... from Thursday to Sunday a video of the designer introducing the new collection is scheduled..."*; this is what a digital marketing manager who uses Media Contactless solutions could say to his manager.



Media Contactless is an intuitive control room from which dynamic schedules of contents starting from the product and ending online can be created. In fact, when it comes to "service" a new dimension opens up; one which arises from interaction with the product. From today, brands have been called upon to radically review the role of their products and their spaces, integrating "contactless" technological components capable of generating new "links" between the physical and digital worlds.

MEDIACONTACTLESS: PHYGITAL IS ALREADY AMONG "US"

Media Contactless, which has already set up important partnerships in Italy in the world of **fashion** and **sport**, and strongly believes in potential developments in various *Made in Italy* sectors, from the **universe of wine** to every area of **luxury**.

Thanks to its specialization "*phygital*" (physical + digital world), Media Contactless puts itself on the market as an important new partner for **agencies** and **firms specialized in MarTech and Programmatic**.

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"Our company came into being from the union of skills in the field of radio-frequency technologies, software development and marketing. This mix is a clear mirror of our positioning and our vision: a product can become a real programmable media in time and space" declares **Raimondo Gissara**, co-founder of Media Contactless.

"The QR code is only the beginning of the digitalization of the physical world, NFC chips are opening the 2.0 phase of experiences that start from a product and end online" says **Roberto Simonelli**, co-founder of Media Contactless and head of the hardware.

"We believe that the gestures of holding a smartphone close to objects, in order to interact with them, is destined to become normality... we are talking about a contactless gesture that today is 'only' associated with payments, but which tomorrow will be a habit of interaction with what is surrounding us..." adds **Guilherme Valentim**, CTO and partner of Media Contactless.

The figures seem to prove Media Contactless's vision right: in various international markets, contactless gestures linked to payments are literally exploding.

"The iOS and Android systems now have the NFC function automatically turned on in any new generation device and this fact represents a booster for the adoption of contactless gestures in all of our daily lives" continues Roberto Simonelli.

Studies by SDA Bocconi, in collaboration with Salesforce and Jakala, leading companies in CRM and MarTech solutions, underline how "contactless" is an indispensable dimension for the future of any brand's marketing strategies.

"It must be emphasized that contactless is based on the multiplication of new points of contact between brands and users. This vision is strongly linked to the ability of each brand to generate new data in the future while respecting privacy and represents a new opportunity to give substance to the concept of 'branded' garden" concludes Raimondo Gissara.

The "phygital" revolution has begun!



www.mediacontactless.com

IMAGE FOLDER: [DOWNLOAD](#)