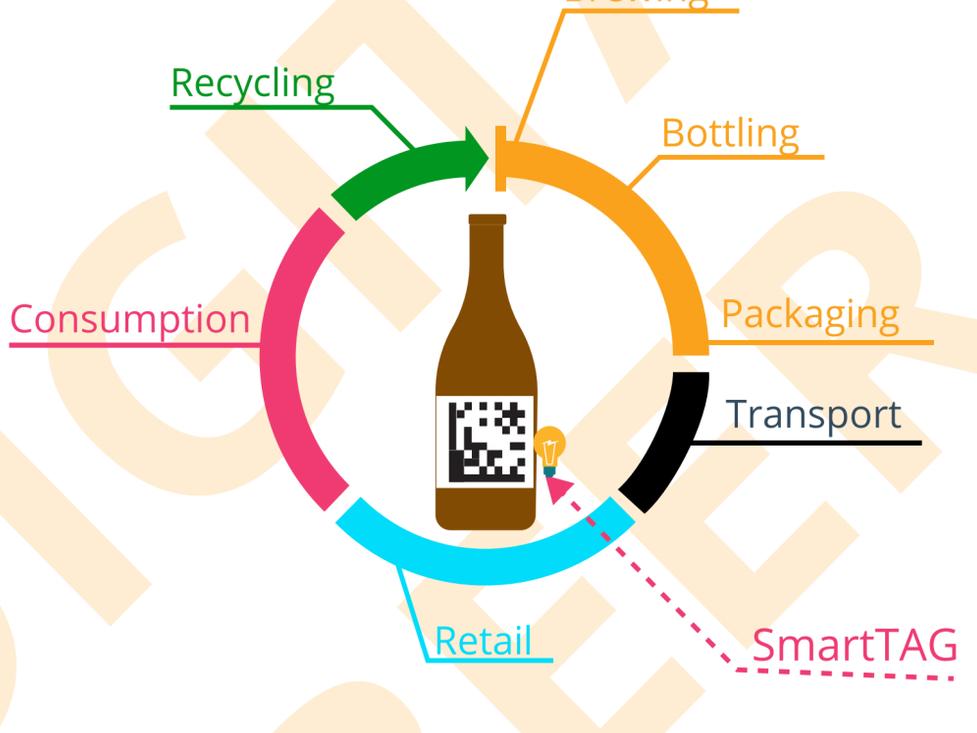


# DIGITAL BEER

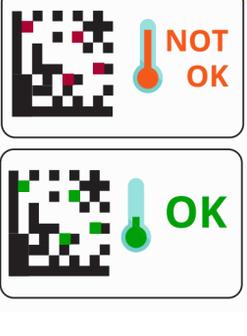
LIFECYCLE SPECIFICATION e.g. what happens from preproduction to recycling in TagItSmart.  
Use case DIGITAL BEER, developed by UPCODE™



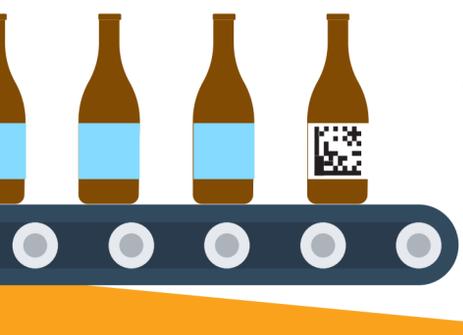
## OPTICAL TAGS WITH SENSOR

In addition that each SmartTAG is unique, each SmartTAG has a sensor which reacts to different conditions. Now every item can monitor variables like temperature, humidity, time or light. And provide valuable information to stakeholder.

These sensor values are transmitted to the TagItSmart platform each time a SmartTAG is scanned, providing information about the items current or past conditions.



## bottling & manufacturing



When brew starts its journey to consumer, information about its preproduction has already been stored into production database.

As specific brew is made, its entry is stored into the database and linked to preproduction materials and their producers

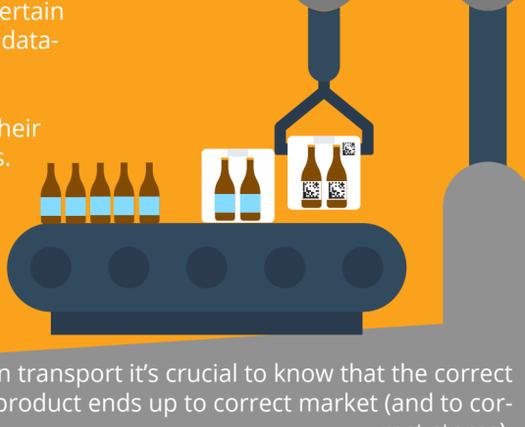
When the beer is bottled, each bottle is given a unique tag. This tag identifies each bottle during its lifecycle and gives user access to information relevant to this certain bottle.

## packaging

During the packaging process, number bottles are placed in to same package. Each Digital Beer package gets its own unique tag too.

Each Digital Beer bottle that goes into a certain package is linked to same package in the database.

This makes it possible to track items via their package during upcoming lifecycle events.



In transport it's crucial to know that the correct product ends up to correct market (and to correct stores).

Each Digital beer bottle has a defined lifecycle which makes it possible to check the origin of the item and its defined destination at any stage of its lifecycle.

### IMPORTANT NOTE

Having a predefined lifecycle makes it possible to prevent frauds. As consumers and authorities are able to check if the product is sold in the correct location by its authorised reseller.

This is also important when when considering items that need license e.g. Digital Beer or luxury brands.

## transport



When items arrive in the store, personell can verify that they have been transported in sufficient conditions and that they have arrived at the tight destination.

This information together with important information like transport time is available to users of TagItSmart. So that for example manufacturer of the product can improve their processes or consumer can verify that the product really is fresh.

## retail



## IMPORTANT EVENT

If consumer scans item at store, information about items manufacturing conditions are shown. Also suggestions about related products and previous lifecycle data is displayed.

Information that the consumer gets can boost sales and consumers that prefer certain types of items are willing to more if product fits their portofolio or is customisable.

When item leaves store and its scanned at POS, information about items shelf time is recorded and the location where item was bought is stored.



## consumption

When a user scans an item at home, it is possible to register the item to private portofolio. This engages consumer anonymously directly to manufacturer of the item and makes it possible to order personalised products; products that not only have their own label but also customised content, like customised Digital Beer.



Each consumer can now have their own private portofolio, this portofolio holds anonymous data about the consumer habits, and consumer can register items into this portofolio. This protfolio is totally private and anonymous and is used to provide better use exprience to consumer.

Each SmartTAG contains a sensor, this sensor can tell consumers if items of use are still valid for use. In case of Digital Beer it tells consumer about the optimal drinking temperature for this specific brew. This information can also adapt to consumer profile.



## IMPORTANT EVENT

If consumer has registered product into their private portofolio, it is possible for the manufacturer to contact the consumer (without having to resolve their identity) by pushing messages to the consumer. This is important in case of product callbacks.

## recycling



Before recycling it is important to provide the consumer with details about where and how the product should be recycled.

When a recycling event eventually happens, this valuable information - when and where item was recycled is stored to TagItSmart platform. This anonymous information can help product manufacturer to improve their processes and authorities in optimising recycling points.

## TAG IT SMART -partners



See more use case in action at: [www.tagitsmart.eu](http://www.tagitsmart.eu)

