



You & Us

Interactive
Packaging



- ▶ Invisible watermark coding
- ▶ Augmented reality
- ▶ Self-Talk



Interactive packages to create a whole new world of experiences

Packages that let brand images or products become alive will open up new marketing perspectives for industry and retail, giving us a leading edge against competitors in terms of how to address consumers.

Using invisible watermark codes and special apps for smartphones and tablets, three-dimensional packaging worlds can be created from conventional print images.

Videos, 3D models, voice, images, or texts – important information about the packaged products or about the company can be presented to consumers in a really entertaining way. Multilingual actions, competitions, or promotions are supported. The benefit: Interactive packaging addresses all senses. This way a completely new dimension is added to the package as an emotional brand ambassador.



Wipak can offer complete interactive packaging concepts

- ▶ Materials (film, paper, pouches)
- ▶ Pack Design
- ▶ Application
- ▶ Printing
- ▶ Film printing in combination with Augmented Reality-solutions
- ▶ Marketing/publishing



Interactive PackDesign by Wipak

All Wipak packages with Scan Me-Logo are interactive. They use invisible watermark codes and Augmented Reality technology to



Watermark printing

- ▶ Invisible code for best aesthetical pack design
- ▶ Unique code, impossible to replicate
- ▶ Anti-counterfeiting & Brand Protection
- ▶ Applicable on all packaging and digital imaging surfaces
- ▶ For various printing processes
- ▶ Recognizable for all latest multimedia devices, also off-line

deliver a truly unique consumer experience. All you need is a smartphone and the Wipak app. Simply scan the QR-code and download the app to your smartphone.

www.wipak.com/interactive

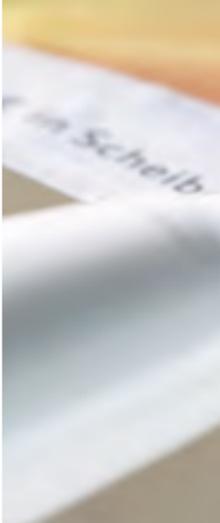




Augmented reality

- ▶ Based on object or image recognition
- ▶ Offers 'rich marketing opportunities' for product promotion
- ▶ Adds value to the pack design (e.g. 3D fun factors)
- ▶ Provides product/manufacturer information
- ▶ Leads to high level of consumer engagement





Self Talk

Self Talk brings your display to life! Audio files, videos, sound, or voice – any kind of information can be added almost invisibly at any position on packages or displays via a special code and output visually or acoustically. This technology can be used with all printing technologies and package types.

Self Talk ideally integrates with product marketing and supports POS programs. Example: A brand manufacturer promotes a new product. Using an easy-to-operate reader, consumers can access product-related videos directly at the POS. Benefit: Testimonials from TV spots can thus convey the message to the POS – addressing consumers directly. And the best thing of all is that users can decide themselves which information is important to them.



Self Talk has been developed as a closed system for local POS applications. No smart-phone or Internet connection is required. The system has on board everything that is needed.

The Self Talk concept earned the German Packaging Award in 2012. One year later, Wipak also received the two major international awards, the WorldStar Award and the WPO President's Award.





Interactive packages designed by Wipak

HOW TO DESIGN INTERACTIVE PACKAGING?

Interactive package design is possible with any kind of printed paper/film or film solution. Both flexographic and gravure printing technology can be used. By integrating invisible codes, you get all the degrees of freedom for print image design which otherwise are often optically limited when using bar codes.

HOW DOES IT WORK?

Part of the print image contains a forgery-proof, invisible watermark that can be distinctively read out. In addition, Augmented Reality technology based on 2D or 3D object or image recognition can be used to offer fascinating animation options. Activation of the package is realized via the Wipak app which recognizes the invisible code and assigns it to the Wipak product.