

## [CONNECTED PACKAGING FOR CHILDREN'S TOYS/SELINKO AND NXP SEMICONDUCTORS]

<b>TITLE</b>	Selinko and NXP join to provide connected packaging for children's toys	
<b>COMPANY / ORGANIZATION</b>	 	
<b>KEYWORDS</b>	NFC, anti-counterfeiting, brand protection	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase – Retail</b> <b>Commonly counterfeited products</b>	
<b>ISSUE ADDRESSED</b>	Toys are currently the 6 <sup>th</sup> most frequently counterfeited product, with nearly one in ten toys in Europe being a counterfeit, accounting for an annual loss of approximately 1.5 billion euros. Brands must explore and innovate new ways to protect themselves from IP infringement and financial losses.	
<b>SOLUTION</b>	<p>Technology company Selinko has team up with NXP, a semiconductor manufacturing company, to provide connected packaging to a new line of children's toys called Lini Cube in an effort combat counterfeiting. To do this, Lini Cube will be integrating NXP's secure NFC chip, the MIFARE Ultralight C, into its packaging, combined with Selinko's product identification platform and mobile app.</p> <p>The MIFARE Ultralight C NFC chip will connect the Lini Cube products/packaging to the Internet of Things (IoT), while Selinko's software will allow for marketing services to be accessed by consumers and provide authentication and gray market detection. All of these features are activated by scanning the package with an NFC-enabled smartphone and Selinko's mobile app.</p>	
<b>EXPECTED BENEFITS</b>	<b>Brand- and consumer-protection:</b> Selinko and NXP's security measures provide anti-counterfeiting features for high-value products such as Lini Cubes while also providing additional marketing services for customers to take advantage of. Using familiar NFC technology, these features are easy and fast to use for distributors and purchasers, requiring only a smart phone and Selinko's mobile app.	
<b>CASE LINK</b>	<p>AIPIA, <i>Anti-counterfeiting is now Child's Play</i>  <a href="http://www.aipia.info/news-Anti-counterfeiting-is-now-Child-s-Play-621.php">http://www.aipia.info/news-Anti-counterfeiting-is-now-Child-s-Play-621.php</a></p> <p>Mifare, <i>Educational toy 'Lini Cube' connects its packaging thanks to Selinko technology and NXP's MIFARE Ultralight C chip</i>  <a href="https://www.mifare.net/educational-toy-lini-cube-connects-its-packaging-thanks-to-selinko-technology-and-nxps-mifare-ultralight-c-chip/">https://www.mifare.net/educational-toy-lini-cube-connects-its-packaging-thanks-to-selinko-technology-and-nxps-mifare-ultralight-c-chip/</a></p>	
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