[NFC OPENSENSE TAG/THINFILM]

TITLE	Thinfilm's NFC OpenSense tags provide added safety for consumers
COMPANY / ORGANIZATION	THINFILM Memory Everywhere
KEYWORDS	Smart, NFC, medication, pharmaceuticals
INDUSTRY AREA(S) AFFECTED	**Point of Purchase - Retail** **Consumer Safety** **Supply-chain monitoring**
ISSUE ADDRESSED	The integrity of sensitive products such as medication or food can have severe effects on its users. Poor conditions in the handling, shipping, and storage of these products may cause the product to become compromised, causing illness and death if consumed or used by accident.
SOLUTION	NFC OpenSense tags are thin, flexible, clone-resistant labels that are easily integrated into everyday items. The tags are capable of detecting a product's "factory sealed" and "opened" states, and unique identifiers in the tags enable brands to authenticate products and track them to the individual-item level. These unique IDs are permanently encoded into each tag during their manufacture, preventing electronic modification. The sensor integrated within the OpenSense tags support product safety along the supply chain, alerting manufacturers, suppliers, and consumers to possible tampering or other compromises. Additionally, the tags remain active even after the factory seal of a product has been broken, allowing for additional opportunities to engage with consumers. The tags are read with NFC-enable smartphones, tablets, or industrial readers, and is powered when exposed to an RF field, thus eliminating the need for a battery. 
EXPECTED BENEFITS	**Anti-counterfeiting, consumer safety and engagement:** NFC OpenSense tags can serve as a valuable tool in combating counterfeiting and tampering – the tag allows for individual item traceability and electronic verification. Integrated sensors determine the sealed or opened status of a product, and possess two-state IDs that change once the factory seal is broken. Consumers can easily verify product authenticity with widely-available NFC enabled smartphones to obtain information about the product's production process, access additional digital media, join loyalty programs, receive contextual information, etc.
CASE LINK	Jones Packaging, *Jones and Thinfilm create 'smart packaging' solution for top pharmaceutical brands* http://www.jonespackaging.com/news-events/jones-and-thinfilm-create-%E2%80%98smart-packaging%E2%80%99-solution-top-pharmaceutical-brands Thinfilm, *Product Brief: NFC OpenSense Tags* http://thinfilm.no/wp-content/uploads/2016/10/NEW-FINAL_TF_-NFC_OpenSense.pdf
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