TagItSmart!
Smart Tags driven service platform for enabling ecosystems of connected objects

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IS-COSMEU-Tag

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Document history

Revision	Date	Modification	Authors
v1.0	15/06/18	List of events and explotation actions	Miccoli

Introduction

Section 1 - Planned dissemination events

The following list describes the events that Fincons and Masque plan to attend to. Each item of the list includes the envisaged actions that will be taken.

1.1 IBC Show

Location: Amsterdam, Netherlands
Date: 13 September / 18 September 2018
Website: https://show.ibc.org

The IBC Show exhibition hosts over 1,700 exhibitors spanning the media, entertainment and technology industry. As in recent years, Fincons attends at the IBC Show conference to disseminate its research & development initiatives, including the IS-Cosmeu-Tag experiment.

The expected dissemination material consists of flyers, the auditor and consumer apps and a sample perfume box to demonstrate the augmented reality experience for the consumer.

Although not confirmed yet, Fincons expects to have a reserved area, in which case, an additional poster will be designed for better visibility and impact.

1.2 Paris Retail Week

Location: Paris, France
Date: 10 September / 12 September 2018
Website: https://en.parisretailweek.com

The 4th edition of Paris Retail Week will take place at Paris expo Porte de Versailles. It will present the entire value chain of the sector from the logistics to the digitisation of points of sale for enhanced user experience.

The expected dissemination material consists of flyers, the auditor and consumer apps and a sample perfume box to demonstrate the augmented reality experience for the consumer.

1.3 Pitti Fragranze

Location: Florence, Italy
Date: 14 September / 16 September 2018

Website: http://www.pittimmagine.com/en/corporate/fairs/fragranze.html

Pitti Fragranze stars the best names in international artistic perfumery offering an engaging journey from the historic refinement of the French maisons to the noble English tradition, through to Italian excellence plus the luxury of the Middle East and the finest essences from all over the world. Masque plans to attend at the event.

The expected dissemination material consists of flyers, the auditor and consumer apps and a sample perfume box to demonstrate the augmented reality experience for the consumer.

1.4 TFWA World Exhibition & Conference

Location: Cannes, France
Date: 30 September / 5 October 2018
Website: https://www.tfwa.com/tfwa-world-exhibition-conference

The TFWA World Exhibition & Conference is duty free and travel retail's annual event that take place in Cannes. With over 12000 professionals attending the event, this is a great opportunity to engage new prospects and to disseminate the potential of the IS-Cosmeu-Tag solution, not only to the perfumery brands but to the whole luxury sector.

The expected dissemination material consists of flyers, the auditor and consumer apps and a sample perfume box to demonstrate the augmented reality experience for the consumer.

Section 2 - Exploitation actions

The exploitation initiatives during the IS-COSMEU-Tag experiment lifespan focus comprise three main areas: the adoption of the solution by new customers in the perfume sector, the standardisation of the experiment approach, and the expansion to other luxury retail sectors.

For the former, the partners expect to reach new prospects at the aforementioned events with new pilots that are expected minimal effort in the integration with the IT infrastructure already in place.

Concerning the standardisation, the partners expect to leverage on the preexhistent connection that Masque has with the European associations of fine fragrances brands:

- Accademia del Profumo: Italian association of brands that work in the cosmetic sector, http://www.accademiadelprofumo.it/
- Société Française des Parfumeurs. French association of perfumers, since 1901, https://www.parfumeurs-createurs.org/gene/main.php
- The Fragrance Foundation, established in 1949, is a not-for-profit whose membership includes more than 82 of the world's most important corporations in the world of Fragrance.
  http://www.fragrance.org/

Finally, Fincons Group aims to add the IS-COSMEU-Tag solution to its offering to the retail sector with additional pilots of the solution to other retail areas that demands similar reassurance of authenticity of the high value products, such as the clothing and textiles sector.