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

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IS-COSMEU-Tag

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Section 1 - Dissemination events

The following subchapters describe the events that Fincons and Masque attended to during the execution of the IS-COSMEU-Tag experiment.

Additionally, after the experiment started to produce the first tangible results in september, Fincons added it to the list of R&D projects used to promote the innovation actions taken by the company when reaching prospects, new clients and proposing new ideas and opportunities to existing clients such as Fratelli Piacenza.

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 initial plan was to carry to the event a sample perfume box to demonstrate the augmented reality experience for the consumer, at that stage the applications did not reach a satisfactory readiness level, therefore the concept of the project was demonstrated through slides, slyer and am explanatory video recorded in Fincons labs.

1.2 Paris Retail Week

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

The fourth 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.

Since this event was scheduled closely to the above-mentioned IBC, same dissemination material was used to advertise the IS-COSMEU-Tag solution.

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.

Since this event was scheduled closely to the above-mentioned IBC, same dissemination material was used to advertise the IS-COSMEU-Tag solution.

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.

Since this event was scheduled closely to the above-mentioned IBC, same dissemination material was used to advertise the IS-COSMEU-Tag solution.