



## 2022 iRACE Hackathon Challenge:

### ***“TOUCHLESS COMMITMENT TO PEOPLE, PROFIT, AND THE PLANET”***

**Due: 12:00 pm, April 25<sup>th</sup>**

**Objective:** To propose an innovative use case for **NFC technology** to generate positive impacts on the three pillars of sustainability: **People** (contribution to the society), **Profitability** (contributing to the financial bottom line of the organization/business), and **the Planet** (contributing to conserving the environment).

#### **Procedure:**


1. Within your team, come up with a potential **use case** for NFC technology where NFC tags are implemented in a product or a service process of your choice (e.g., in-store retail, online retail, restaurant, hotel/hospitality, medical, consumer service, higher-education, apparel manufacturing, wine, adventure park, etc.) for consumers/customers/any other users to use. For the use case, clearly identify:
  - For what product or service context NFC will be used
  - Who the user will be and what data will be collected from the usage
  - How the use of NFC benefits the society (i.e., People), the business/organization's bottom line (i.e., Profitability), and/or the environment (i.e., the Planet).
2. For the chosen use case, **design a sample digital asset** (e.g., a webpage, a multimedia file, a digital document) to which the NFC tag will direct the user when the user's smartphone reads the NFC tag.
  - If you want the NFC tag to direct the user to a webpage, you may want to create a sample webpage by using any free website builder application (e.g., Wix, WordPress, Adobe Spark).
  - If you want to link the NFC to a multimedia file (e.g., video), you may upload it on YouTube.
  - You may create any other forms of digital asset as long as it is accessible via the Internet.
3. **Encode blank NFC tags** (provided in the Technology Kit) with the URL to the digital asset that you created.
  - See NEXT PAGE for **NFC tag encoding process instructions**.
  - A video tutorial of NFC tag encoding process can be found at <https://auburn.box.com/s/j11pd5elo2enqxq60ry341wi4b4r194b>
4. In the Hackathon Day 3 session (**April 25<sup>th</sup>**), give a **3-minute team presentation** (with PowerPoint slides). Include in the presentation:
  - **Title Slide (Slide 1):** Use Case Title, team name, and names of the team members
  - **Slide 2:** Use Case Description (Who are intended users, for what situations, and what data might be collected from the NFC tags)
  - **Slide 3:** Demo of the NFC tag use – You may use whatever approach that you think is best to demonstrate how the NFC tag is used for your use case (e.g., a video, pictures, live demo)
  - **Slide 4:** How it benefits People, Profitability, and the Planet.

**Evaluation:**

A panel of judges consisting of industry experts and a sustainability expert will score each team using the following **judging criteria**:

- ***Creativity*** (5 points)
- ***Innovation*** (5 points)
- ***Value/Usefulness and Sustainability Impact*** (5 points)
- **Tie Breaker: *Wow factor*** (5 points)


❖ There will be prizes for **Top 3 winning teams based on the judges' scores!**

 **CELLOTAPE™** A RESOURCE LABEL GROUP CO. **NFC Encoding Instructions**

**Android / Microsoft / Google / Blackberry**

*\*NFC reader located in the back (various locations)  
Requires NFC enabling in settings*


Step 1: Open NXP Tagwriter App.  
Step 2: Select 'Write Tag'  
Step 3: Select 'New dataset'  
Step 4: Select 'Link'  
Step 5: Choose URI type  
Step 6: Enter URI data  
Step 7: Save and write  
Step 8: Hold phone over NFC tag  
Step 9: Tap to confirm  
Step 10: Write successful

  
NXP Tagwriter

**iPhone 7 or later**

*\*NFC reader located at the top edge of the iPhone*

Step 1: Open NXP Tagwriter App.  
Step 2: Select 'New'  
Step 3: Select 'Link'  
Step 4: Choose your URI type  
Step 5: Enter URI data  
Step 6: Save and write x2  
Step 7: Hold phone over the NFC tag to encode.  
Step 8: Encoding confirmed with a checkmark

  
NXP Tagwriter