QWASI HOSTS AUBURN UNIVERSITY HACKATHON FOR COVID-SAFE TOUCH-FREE NFC TECHNOLOGY

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QWASI WAS CHOSEN BY AUBURN FOR AN INVENTION COMPETITION FOCUSING ON COVID-SAFE QR NFC CONTACTLESS TECHNOLOGY IN COLLABORATION WITH RLG, NXP & AVERY DENNISON

CHALLENGE

Educating students in a virtual setting and challenging them to create innovative new COVID safe contactless technology.

During COVID, companies and educational institutions alike, have been challenged to innovate their business models to during the pandemic.

iRACE Innovation in Retail and Consumer Experiences Initiative

Auburn iRACE Hackathon 2021

Innovation in Retail and Consumer Experience led by the Department of Consumer and Design Sciences at Auburn University.

"Kicking off another year building Covid Safe NFC Contactless Innovation with Auburn, iRace, Qwasi, RLG/Cellotape, NXP, and Avery Dennison! #smartmobile"

Are you looking for a stimulating and creative learning experience outside your everyday class that would open your eyes for the future of the industry in your field?

QWASI Innovation Realized™

QWASI · iRACE · AUBURN HUMAN SCIENCES

2021 IoT Hackathon Challenge:
"CONTACTLESS SERVICE: HOW FAR CAN WE GO WITH NFC?"

Objective:
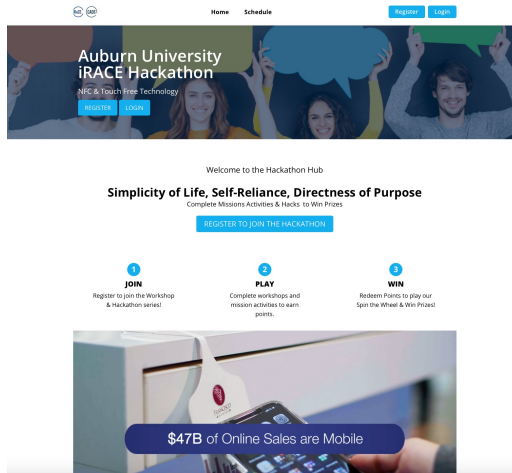To create an innovative use case for NFC technology to enhance contactless customer experience

"The main purpose of starting the Auburn iRACE Hackathon was to really push the use of emerging technology and produce practical applications that can assist during COVID and beyond. We really love what we do."

Wis Kwon

Director of Auburn University Innovation in Retail And Consumer Experience (iRACE) Initiative

iRACE · **CADS**

AU AUBURN UNIVERSITY

CELLOTAPE™ A RESOURCE LABEL GROUP CO.

SOLUTION

QWASI's platform provided students with a collaborative learning environment and the ability to showcase their COVID creativity.

For the hackathon, Auburn students were given NFC chipped products encoded to the QWASI cloud, that allowed students to learn about the NFC technology, but then also upgrade their chipped objects to showcase their team hacks and showcase the new businesses the Auburn students developed.

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45%
of the global population uses NFC technology with their smart phones everyday.

ABI RESEARCH

$1.8
trillion-dollar global industry with NFC technology that elevates experiences at concerts, festivals, sporting events, etc.

NFC FORUM

125
billion connected IoT devices worldwide are expected to populate the market in 2030 and reach every aspect of business and consumer life.

IHS MARKIT

RESULTS

+50 students and professors have convened for the events
+1400 minutes of engaged time on NFC-related activities
+275 hacks completed

Growth of the QR/NFC market has quadrupled during COVID. QWASI is leading the way by offering a single platform to manage all active products, signage, marketing and customer touchpoints, giving brands the first 365-degree data insights view across all assets. This enables real - time content personalization from the cloud with its smart CMS platform.

WORKSHOP PREVIEW

April 5th	DAY 1: NFC, Key to Contactless Customer Experience	PREVIEW EVENT AGENDA
April 12th	DAY 2: Play With NFC Apps and Data	PREVIEW EVENT AGENDA
April 19th	DAY 3: Show Your NFC-based IOT App	PREVIEW EVENT AGENDA

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID-safe, touch-free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

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