

Take your hat to the next level



The great Atlantis
breakthrough
transforming a hat
into a real
interactive object


ATLANTIS
infinite headwear



Atlantis & NFC

Discover the new 2019 Atlantis **Green Cap** in organic cotton, and **Recycled Cap** in recycled polyester coming built-in with NFC technology.

NFC stands for **Near Field Communication**.

It is the contactless technology that can transmit information between tag-equipped tools and can be embedded in everyday items, like clothing or any wearable devices.

Atlantis Connect

Be different and let your customers live the **best experiences**.

With NFC technology & ATLANTIS CONNECT you have countless ways to **customize** your cap:

- upload and update **exclusive multimedia contents** on the NFC tag and share what's new in your business;
- transform your caps into a **game** thanks to NFC, adding extra value to the item. Games can include **challenges** that unlock **prizes** such as discounts, access to exclusive events and more;
- empower your products in order to tell their **unique story** with NFC and educate customers on what makes a product special and why they should buy it.



Just tag it

Scan the **QR CODE**, download our free **ATLANTIS APP** and dive in all the **ATLANTIS CONNECT** tools. Your contents will take your cap to the next level!



1. Scan the **QR CODE** and install **ATLANTIS APP**



2. Tap the top of your phone to where the NFC tag is located



3. Get access to the contents and have fun!

Did you know?

1,1

billion devices with NFC technology will be activated in 2022. In 2019 activations have reached a peak of 722 million.



33,8

billion dollars is the wearable devices revenue worldwide in 2019. It will grow up to 73,2 billion dollars in 2023.



350

million people are using a wearable devices every day and they are growing with a 5% annual rate.



143

million wearables units have been shipped in 2019 and they will exceed 210 million in 2022.



11,8 %

is the penetration rate in the markets of the United States, Hong Kong, United Kingdom, China and Australia. Europe settles at an average rate of 7.5%.



25%

of the world's population is inclined to buy wearable technologies.





ATLANTIS[®]

infinite headwear

ATLANTIS-CAPS.COM