The energy levels are a tiny fraction of the levels used in existing mobile technology, which has been shown to be safe by multiple independent studies. So yes, it is safe.

Connected Print combines the latest in printed electronics, the natural conductivity of the human body and powerful mobile broadband to bring a world of information literally to your fingertips. Touch a printed piece of text or image, and information is sent instantly to your mobile device.

**WHAT CAN IT DO?**

**Reach out to exclusive content**

Your music magazine has an ad for your favorite performer, who is visiting your city next week. Reach out and touch the info symbol to get exclusive videos, apps, icons and exciting digital content sent right to your mobile device.

**Keep your top in tip-top shape**

Unsure how to wash that new t-shirt? Touch the label on the bottle, and you get all the important information straight to your phone, including tips for the best detergent.

**Everything about your tablets, sent to your phone**

Your device then follows the link contained in the ID, and downloads the relevant content: a webpage, a service, an image or a video.

**How does it work?**

1. Printed battery
2. Printed data chip
3. Printed sensor

It starts with a printed electronic ID. The ultra-thin circuitry allows a sensor, battery and chip in the Connected Print to be as flat as normal printed text and can be printed on any surface at all.

**IS IT SAFE?**

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**Change gear with the car of your dreams**

The car you've always wanted is on the showroom floor in front of you.

**Printed battery**

Just by touching the ad, you get an exclusive video and an invitation to a special VIP event for subscribers sent to your mobile device.

When you touch the printed text, the natural conductivity of your body conducts the E-field through to your mobile device in your other hand.

Your device then follows the link contained in the ID, and downloads the relevant content: a webpage, an image or a video.

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