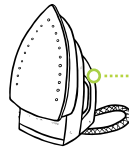NFC

innercell

Danger warnings, safety information, manuals and recall info,
permanently encoded within the products people use

The typical American home contains more than 300,000 items, most of which no longer have their original manuals. Many of these items include labels and information that is out-of-date or difficult to read.

With Innercell,™ safety information can be permanently embedded within the products people use.

Information critical to the use and function of a product should be permanently embedded within that product, never to be lost, misplaced or thrown away.

Innercell utilizes NFC (near field communication) technology to access data stored within a tiny tag embedded within the products consumers buy and use everyday.

NFC is a hardware feature, like Bluetooth, built into most modern smartphones. Through the Innercell Network, the NFC capability of your phone allows you to access digital content stored in these tags. Information such as recall status, warranty info, product manuals and so much more is easily accessible.

Product warnings, expiration dates and safety information labels are virtually useless to an aging population and to those who have trouble reading small print.

With Innercell™, those who are visually impaired can avoid danger and serious injury from hazardous products.

The Innercell audio feature has the potential to protect companies from lawsuits and liability.

Use any NFC-enabled smart phone to HEAR life-saving information in a clear audible voice <u>in any language</u>.

Encode verbal directions, safety information and cautions within a product. No matter how many times the item is used or changes hands, for the life of the product, the info is never lost.
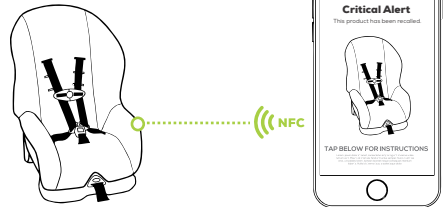
CAUTION:
HARMFUL IF SWALLOWED.
SKIN AND EYE IRRITANT.
DO NOT INGEST. AVOID
CONTACT WITH SKIN,
EYES...

(((NFC

Audio Label
Hear important information about this product

TAP BELOW FOR INSTRUCTIONS

Current methods of public outreach result in less than 10% of critical recall warnings ever reaching the intended consumer, user or caregiver.

With Innercell™, recall information can be broadcast directly to the consumer, through the products they use.
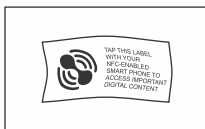

Manufacturers can remotely encode recall information on to an affected product days, months and even years after the item has been purchased. Consumers can access this information in text format, audio format and even video.

Whether a product is purchased second hand from a thrift store, received as a gift or packed away for future use, a single tap of the Innercell symbol with a smart phone provides the consumer with immediate access to the most up-to-date recall information, in any language.
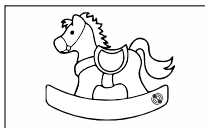
How does Innercell work?

Innercell (INP) is a network providing the security and access companies need to migrate old, outdated printed labels to a more flexible and capable cloud-based product communication solution.
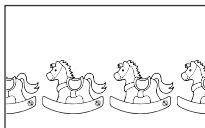
Innercell encodes product information onto a tiny, specially designed NFC label.

Utilizing Innercell software, changes and updates to the encoded product information can be made at anytime for the life of the product.
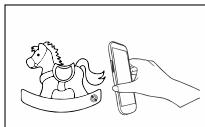
The Innercell label is attached to products at the time of manufacture or embedded within the item itself.

The product is shipped, warehoused and sold, undergoing the normal distribution process.

This small, unobtrusive symbol lets the consumer know that this product contains valuable digital content.

When an NFC-enabled smartphone is placed in close proximity of the label, information about that product is displayed on the user's screen.

Safety Alert
This product has been recalled.

TAP BELOW FOR INSTRUCTIONS