

SmartScribe Re-AL NFC Pen

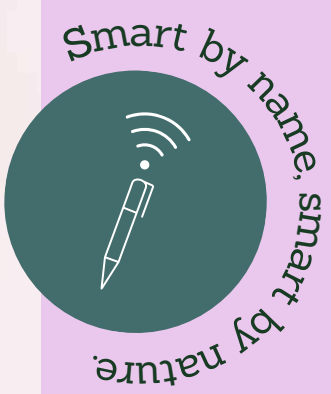


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What is NFC?

Near Field Communication (NFC) is a wireless technology that allows devices to exchange information when they are brought close together, usually within a few centimetres.

Most modern smartphones already have NFC built in, which means they can instantly interact with NFC-enabled products with a simple tap. There's no need for apps, scanning, or typing in web addresses — just tap and the connection happens automatically.

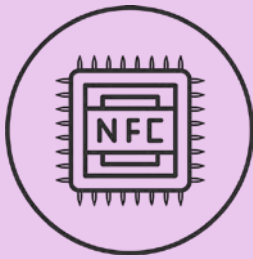
When a phone touches an NFC-enabled item, such as an NFC pen, the tiny chip inside the product sends a pre-programmed action to the phone. This could open a website, display a digital business card, launch a video, etc. The process happens in seconds, creating a quick and seamless way to move people from a physical product to digital content.

NFC is already used widely in everyday life through contactless payments, access cards, transport tickets, and smart devices. When integrated into promotional products like pens, it becomes a powerful marketing tool. One simple tap can deliver information, share content, and create an interactive experience, turning a regular promotional item into a smart connection point between brands and their audience.

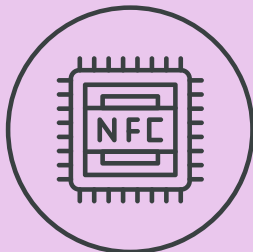


How the NFC pen works?

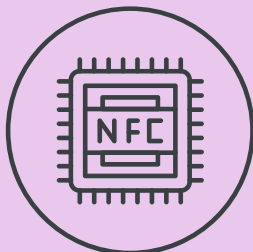
this page has a bit of jargon on it. Feel free to skip to the next page



NFC works through a small microchip and antenna that communicate with nearby devices using short-range radio frequency signals.

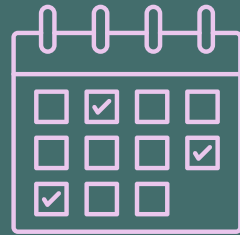
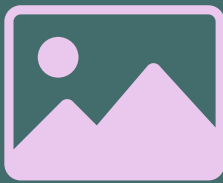
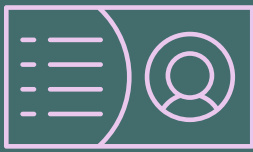


When an NFC-enabled smartphone comes within a few centimetres of an NFC tag, such as the chip inside an NFC pen, the phone generates a low-power electromagnetic field.



This field activates the NFC tag and allows the two devices to exchange data using radio waves operating at 13.56 MHz. Once the smartphone detects the tag, its NFC reader scans the chip's data using the NFC Data Exchange Format (NDEF), then triggers the programmed action automatically.

Real World Uses



Industries That love NFC Pens

NFC pens are great for any company but some industries just seem to love them.



Honorary mentions

Healthcare

Hospitality & Tourism

Technology & Software

Retail & E-commerce

1

Real Estate - Agents can share property listings, digital brochures, or their contact details instantly with a tap. At open homes, an NFC pen can direct visitors to a listing page, inspection schedule, or enquiry form.

2

Insurance & Finance - Advisers often meet clients face-to-face, making NFC pens a simple way to share contact details, appointment booking pages, or policy information. One tap can send clients directly to an application form or financial guide.

3

Events & Conferences - At trade shows and networking events, NFC pens act as smart giveaways. When someone taps the pen, it can open a landing page, portfolio, event information, or sign-up form, turning a simple promo item into a lead generator.

4

Automotive - Car dealerships and vehicle sales teams can link NFC pens to vehicle listings, booking pages for test drives, or promotional offers. A quick tap can show customers specs, videos, and finance options.

5

Education & Training - Universities, training providers, and course educators can link NFC pens to course information, enrolment pages, student portals, or digital resources, making them a great tool for open days and student recruitment events.



How to use it

1



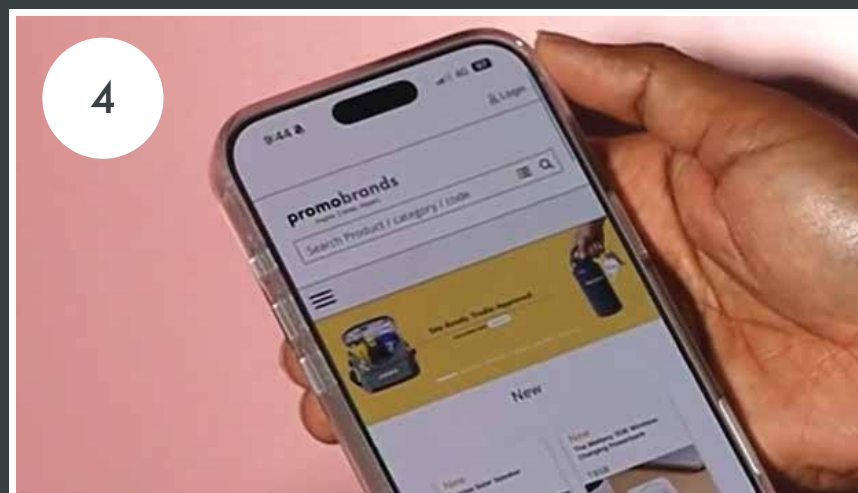
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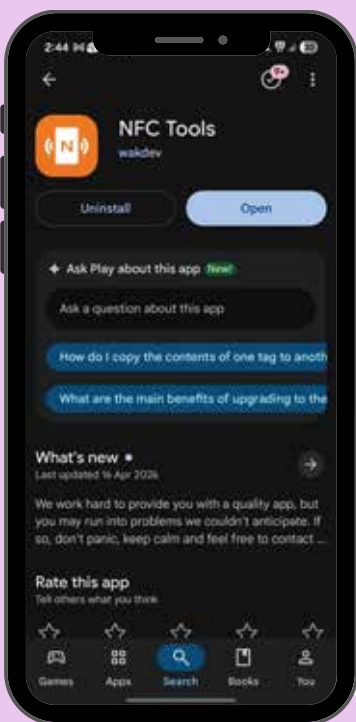


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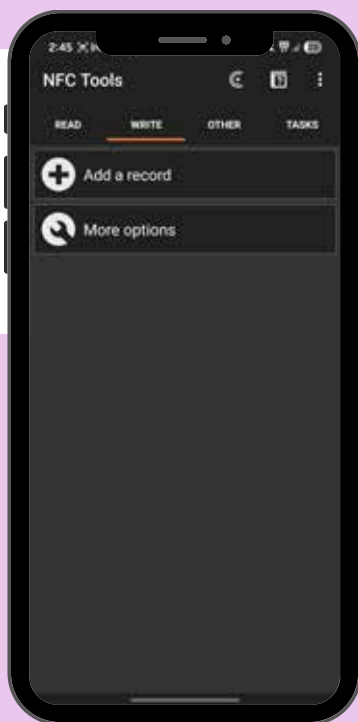




How to re-link your pen

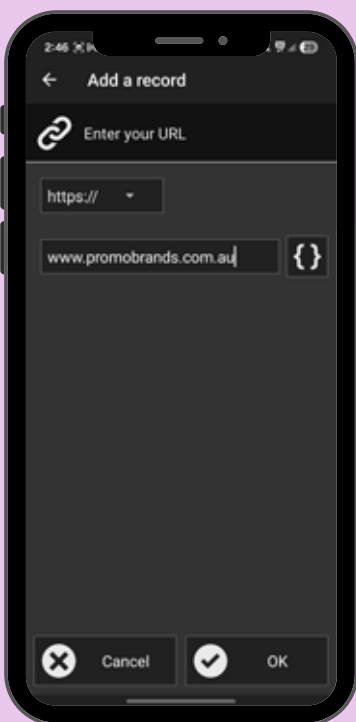
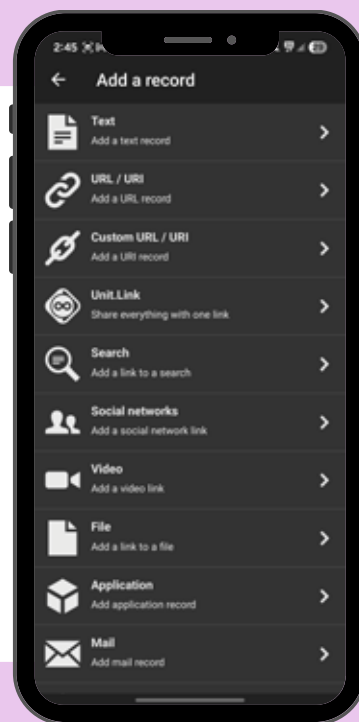


Tap the "WRITE" tab. Then tap the "ADD A RECORD" button

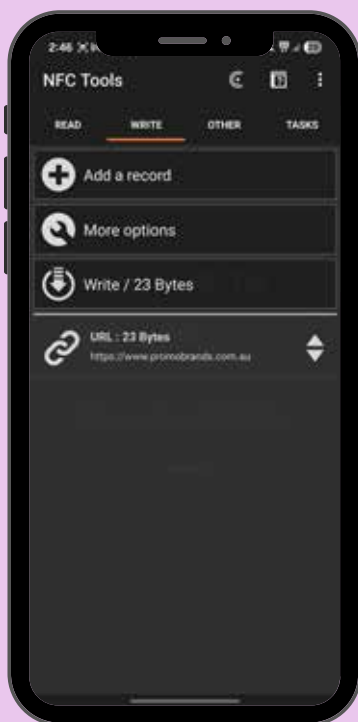


Find the NFC Tools app on your App store. Install it and open it

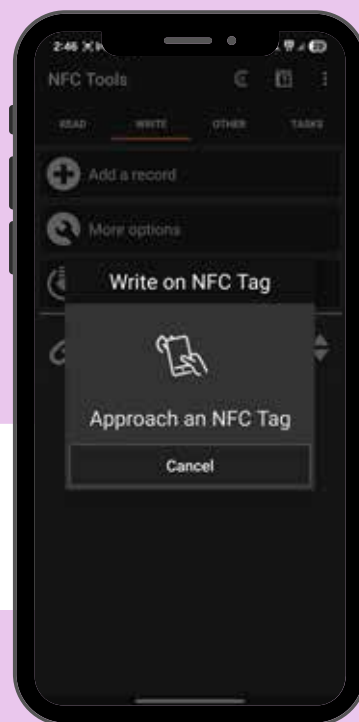
There are many options here to choose from including website, videos, locations, images, files, and a lot more. For this example, we are going to click on URL/URI to link a website.



Add your designed destination to this field. Make sure you don't include the **https://** section of the URL and hit OK



Click the WRITE/23 BYTES



Scan your pen and your link will be written into the pen

More than just NFC

The SmartScribe Re-AL NFC Pen isn't just about its NFC capabilities. This smart little pen delivers a clean, modern look with a comfortable grip and balanced weight that feels great in hand.

Built with a durable metal barrel, it gives a premium feel while remaining dependable for everyday writing, meetings, and note-taking.

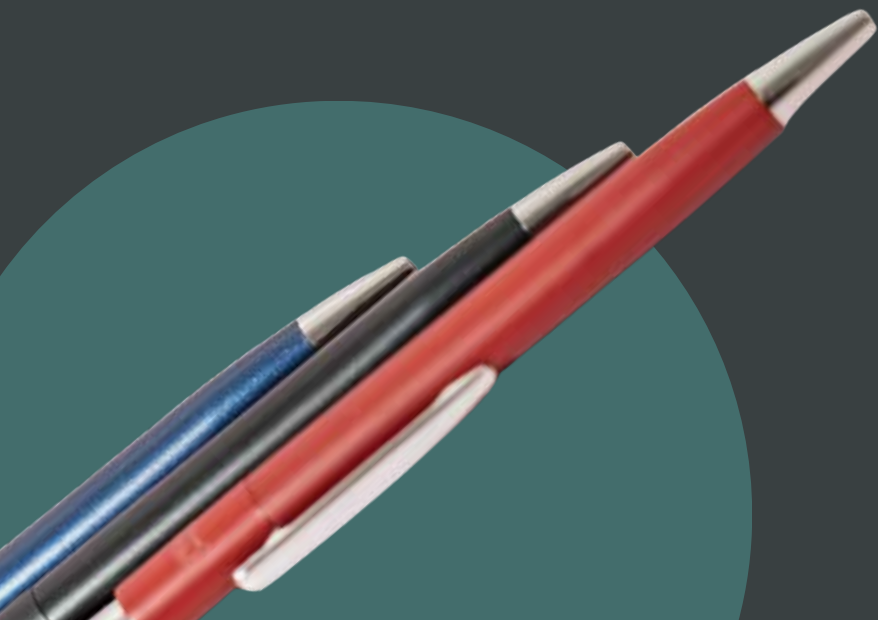
The smooth-flowing refill provides consistent ink output, making it easy to write clearly and comfortably throughout the day. Its sleek profile and quality finish make it a standout piece for desks, conference tables, and client interactions.

Designed with branding in mind, the pen offers a strong surface for logos and messaging, turning an everyday writing tool into a professional representation of your brand. It's a smart choice for businesses wanting a polished, high-quality item that people will keep and use regularly.

Material: Recycled Aluminium

Ink Colour: Blue

Available Colourways: White | Black | Blue | Red



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