



Reimagining technology

RFID / NFC / QR

Radio Frequency Identification
Near Field Communication

Electronic tags readable by some smartphones
Contain a web link or an id that can be converted to one

This technology is mainly intended for payment (by swiping your phone at a payment terminal)

QR codes are 2D barcodes that contain a web link readable by a camera phone

What are your 'unreasonable' expectations?!



CULTURE SHIFT NAIROBI

A creative sprint on the digital moving image

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