



BitTag

A physical tag
for a digital
currency

What is BitTag?

BitTag is a physical price tag that creates a seamless integration between Bitcoin (or any another cryptocurrency) transactions and "bricks and mortar" retail stores.

Once set up, the BitTag hardware displays information such as the product name, price in USD (or other local currencies) and the real-time price in Bitcoin. If the Bitcoin value suddenly fluctuates, the price on BitTag will instantly reflect this.

Each BitTag is managed with the assistance of an accompanying iPad app. The app can either be used to setup the Tag or process a Bitcoin transaction by simply placing the BitTag on the screen.

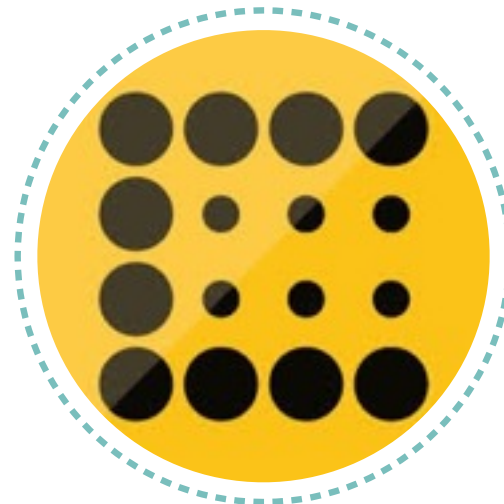
<http://BitTag.net>

In the Press



The BBC

<http://bbc.in/1enrQj4>



CoinDesk

<http://bit.ly/1kNTPIN>

PSFK
<http://bit.ly/1loSH19>



Yahoo

<http://yhoo.it/1fL9uY8>



C|net

<http://cnet.co/1f1dvnl>

Also in:
Vice Magazine, Creative Online, IBTimes, Geek.com and Postscapes

Current Status



Prototype

The hardware built is currently prototype technology which enables the BitTags to communicate with the iPad, display information and detect gestures (shake to buy).



App

The app is currently iPad only. The core functions are currently operational, which enables communication with the BitTags and proximity detection.

Moving forward

We are aiming to develop the technology towards trialling BitTag in stores within the next couple of months. To achieve this we require seed funding in the region of £75k – £100k to advance the product towards trial and scaled production runs.

The press coverage helped spark conversations with Angel and VC investors which are ongoing. We're still on the lookout for more potential investors.

About Samuel Cox

Samuel designs and engineers products and services that fall between the physical/digital gap. He has previously worked with clients such as Google, RedBull, Samsung and Converse and has projects featured on TechCrunch, Engadget and Gizmodo and exhibited internationally including at TEDGlobal 2013.



Thanks



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