

Story2Life™

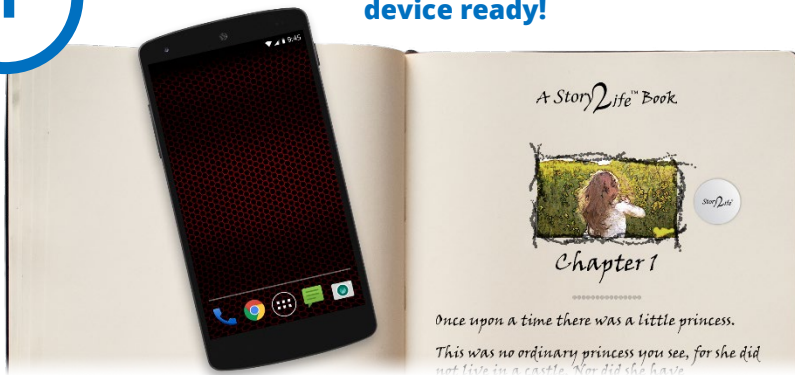
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What is Story2Life?

- **Story2Life** is a new form of media that brings traditional print media together with captivating, digital experiences.

1

Open up a Story2Life book and have an NFC capable device ready!



2

Move the device over a Story2Life NFC tag



3

Engage with Story2Life digital content such as video, mini games or interactive media!



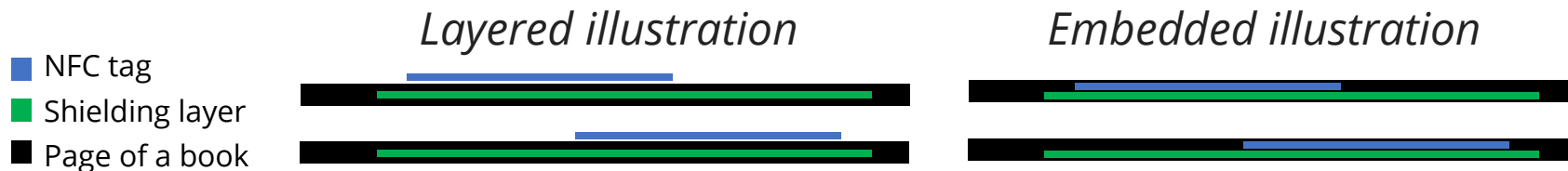
Videos & further info

Story2Life Intro and demo:
<https://youtu.be/TmF5MGQN1nE>

Visit Story2Life.com for more info

Why?

- I believe this is the start of a new and exciting way to experience content. Story2Life is a unique and powerfully compelling product line that is made up of children's story books. These books will have interactive digital content throughout their pages, accessible via NFC tags.
- Additional applications can be explored such as comics, pamphlets, instruction guides, playing cards and school books.
- **The technical stuff** - I created a patented NFC / RFID technology that allows for NFC / RFID use in multiple layers, like in a book - something that is not possible without specialized layering and shielding.



What is this up to?

- Story2Life is the concept product and brand that I created using this technology. I sold a limited run of the prototype Story2Life product, “Hanukkah Guide.”



- The patent has been issued (patent number 10,599,968 B2 on March 24, 2020 entitled “Multi-layer product with NFC/RFID tags and RF shielding”. The original provisional patent application No. 62/413,492 was filed on Oct. 27, 2016.) <https://patents.google.com/patent/US10599968B2/>

Tell me more!

- With a companion app (not yet created), Story2Life can also provide an entirely new channel to interact with the consumer. This opens the door to potential ongoing user engagement and revenue streams through evolving in-app experiences and purchases.
- NFC is perhaps the fastest proliferating new technology. Mobile payments rely on NFC technology to function, so **nearly every mobile device now being manufactured includes NFC capabilities.**
- As NFC use continues to proliferate and evolve, additional use cases for this technology may be discovered.

Is there anything like this?

- Not exactly, but here are several past and current products that are geared towards **interactive digital experiences** using books and storytelling

- Questron, 1980's



- Comes to Life, 1990's



- Moonlite, Current



- Hippo Magic Come to Life Book, Current



What is special about Story2Life?

- Story2Life works using NFC. Other products rely on custom hardware, QR codes or AR technology which limits and hampers the user experience. QR code and AR technology have been significantly stunted by the need for the user to engage the camera, focus in on the image with proper lighting and angle during use.
- NFC allows for a seamless experience where the user can effortlessly and seamlessly engage in content and transition smoothly from one interactive aspect to the next, completely removing interruptions and disengagement from the experience.

What do I want?

- Even though this has only begun to take shape, I know that there is tremendous potential for this technology as well as the Story2Life concept.
- This effort requires the very best in many areas of expertise – script writing, illustration, animation, mobile app development, custom manufacturing processes and marketing - to name a few - all need to be synthesized together to create the compelling product that Story2Life can be. **I know I need to find the right people.**
- Possible engagements include partnership, licensing and acquisition for this and other applications of this technology.
- Let's talk!

Thank you for your time!

*Story2Life*TM

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