

# EON

Unlock the potential  
of your products



DIGITAL ID

[eon.xyz](https://eon.xyz)

New York, NY



# Make every product **traceable**, **intelligent** and more **valuable**

Today, retail brands capture just a fraction of the possible value from each product. Digital IDs turn products into assets that generate revenue, relationships and insights **continuously**.



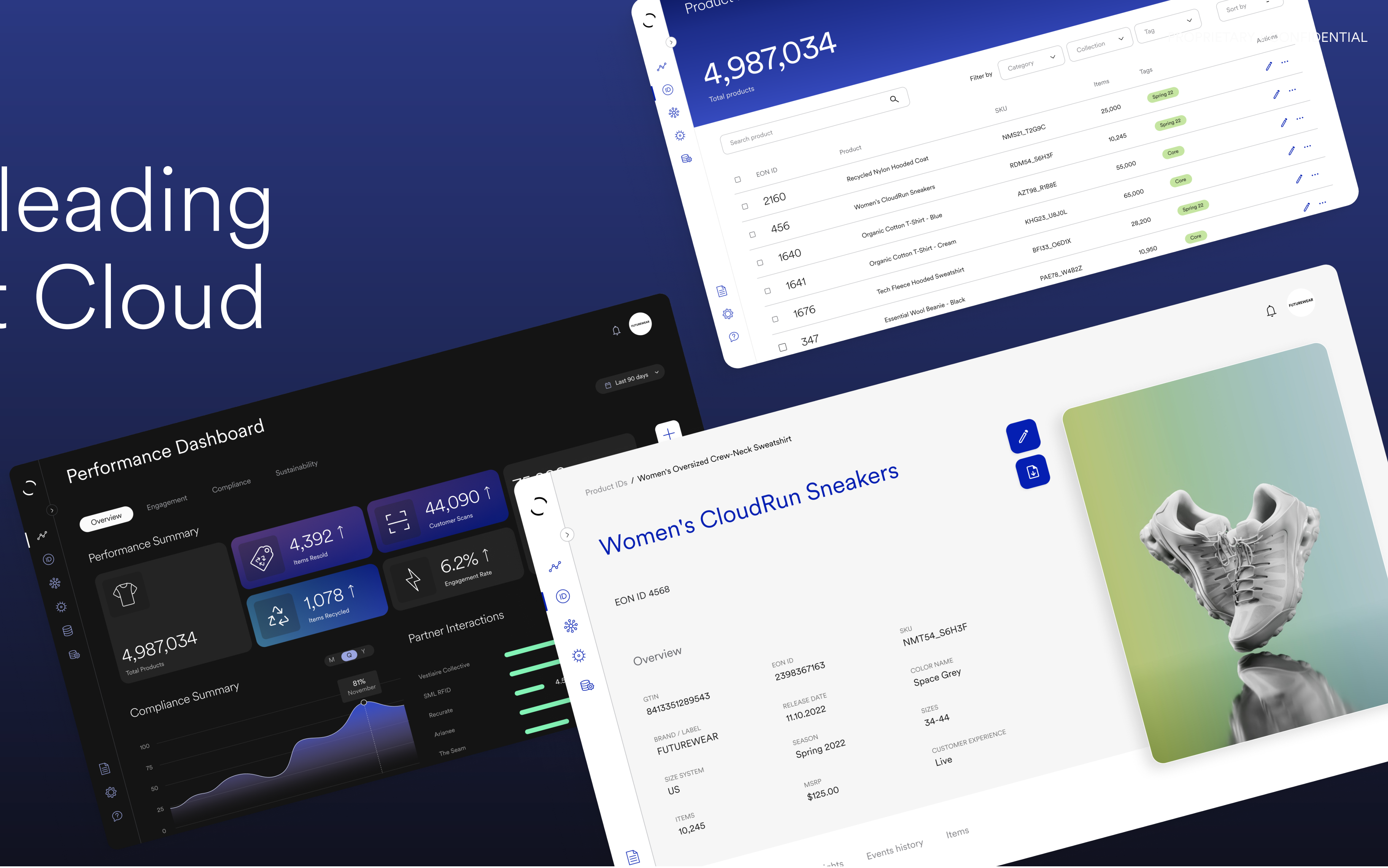


# EON

# Retail's leading Product Cloud

“Smart connected products require brands to adopt an entirely new technology infrastructure.”

- Harvard Business Review



RICHEMONT

Chloé

Mulberry

H&M

COACH

zalando

VICTORIA'S  
SECRET

Kathmandu®

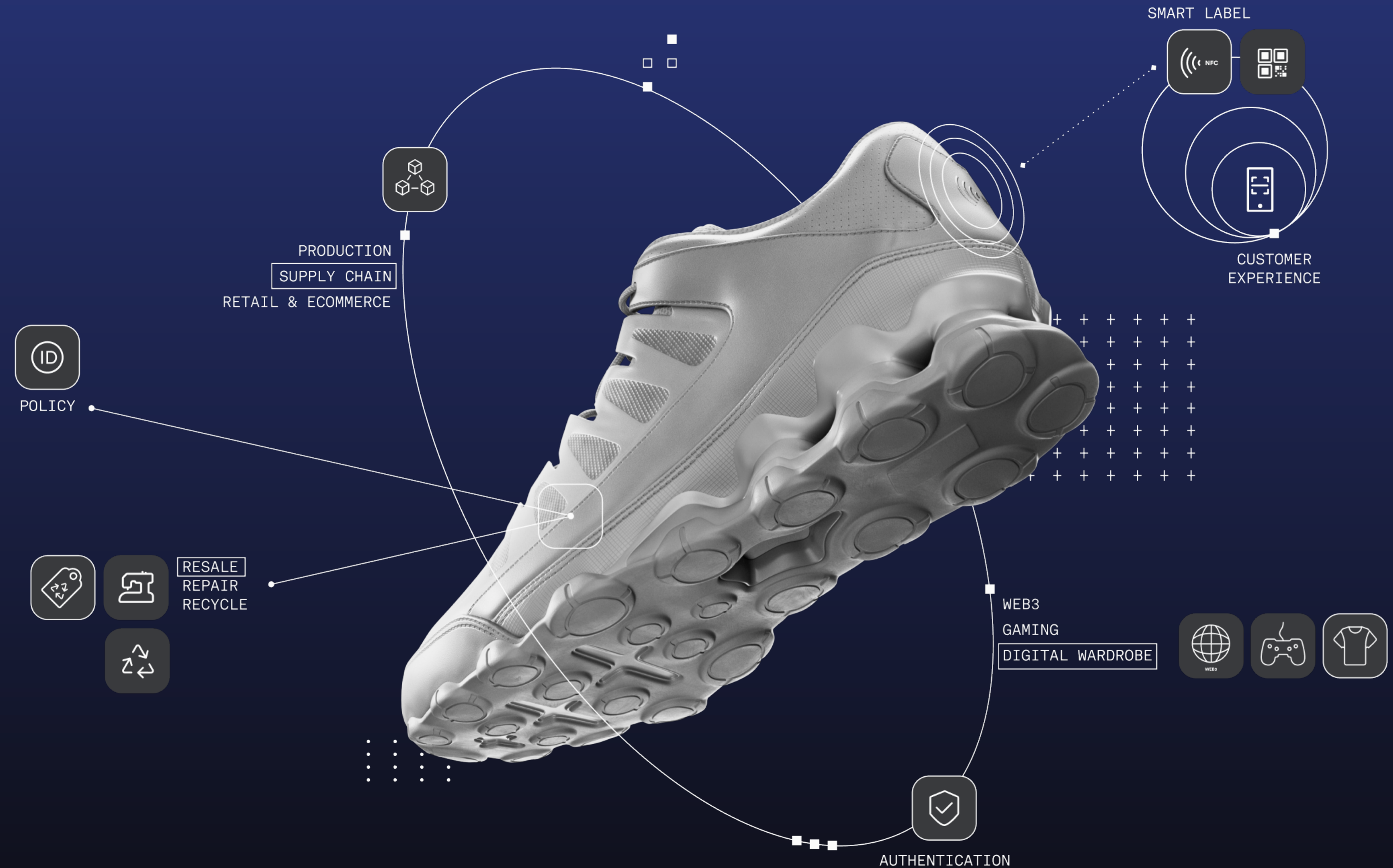


tapestry



# A CRM for your products

Drive revenue, relationships & insights from product interactions across the entire lifecycle





# 1.0 Capture

Create a single source of truth to power end-to-end product capabilities

- API-first product data management layer
- Item-level data capture, transformation, storage and broadcast
- Scalable architecture supporting multi-billion volumes
- +90 system integrations





## 2.0 Connect

Bridge the physical and digital worlds with a unique ID for every product

- Data carrier agnostic: QR, NFC, Visual Recognition etc.
- Robust Digital Link resolver technology and support for GS1 Digital Links
- Dynamic, fully customizable, multi-lingual customer experience capabilities





## 3.0 Capitalize

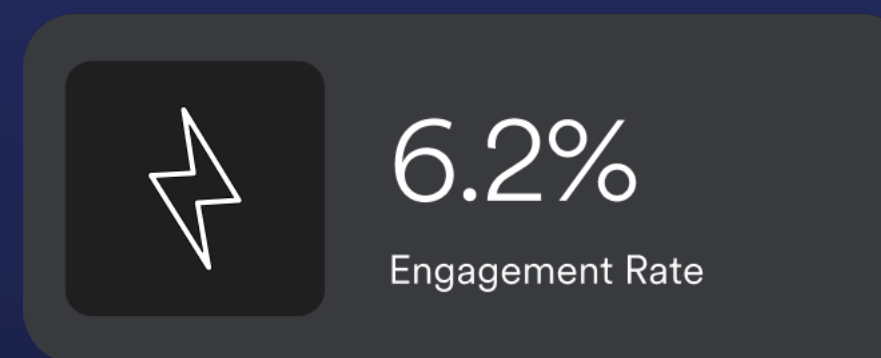
Activate new product capabilities to increase revenue, relationships and insights

### Industry-leading native capabilities

- Instant Resale
- Customer Experience
- Digital Certificate
- Sustainability + Policy

### +40 pre-integrated partners (EON Exchange)

- Authentication
- Digital Wardrobe
- Resale Marketplaces
- Blockchain and web3
- Material Traceability
- Sustainability Certifications
- Recycling and circular logistics



**V.**  
**Vestiaire Collective**  
Vestiaire Collective is the leading BCorp® global app for desirable pre-loved fashion.

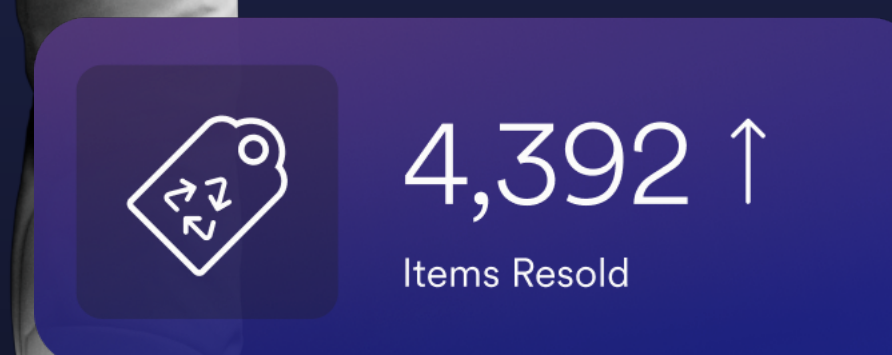
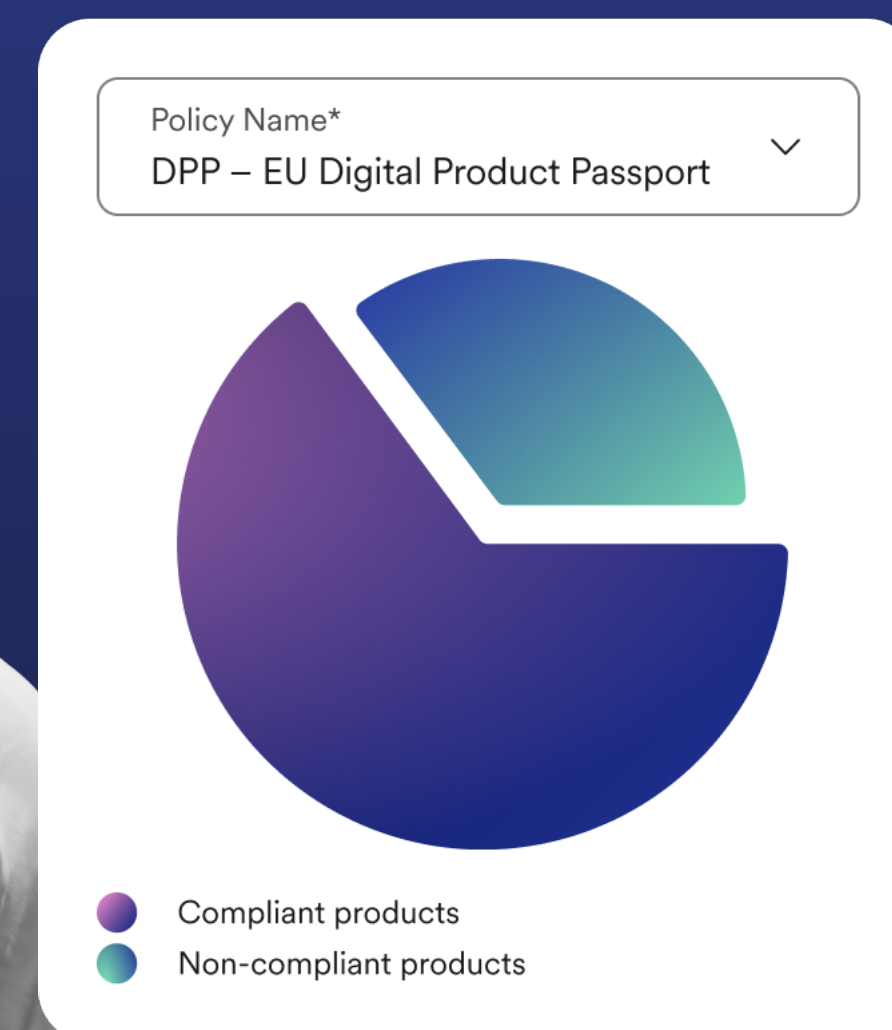
Connect

**Authentique**

Connect

**ID Factory**

Connect





# Core solutions and use cases



## ITEM-LEVEL PRODUCT TRACEABILITY

Capture events across the entire product lifecycle – from raw material sourcing to end consumer, and beyond.



## CUSTOMER ENGAGEMENT AND RETENTION

Deliver dynamic, personalized experiences in real-time to engage customers, deliver transparency and build trust.



## RESALE AND NEXT-GEN SERVICES

From resale to digital wardrobe, enhance the capabilities of your products with our robust feature suite and pre-integrated partner solutions.



## AUTHENTICATION AND BRAND PROTECTION

Protect your brand with multi-layer authentication solutions including digital ownership certificates.



## POLICY COMPLIANCE AND SUSTAINABILITY

Meet customer demands, comply with regulation, and unlock completely new business models.



# EON

PROPRIETARY + CONFIDENTIAL

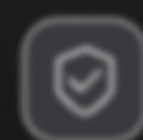
## Unlock the potential of your products



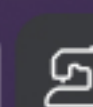
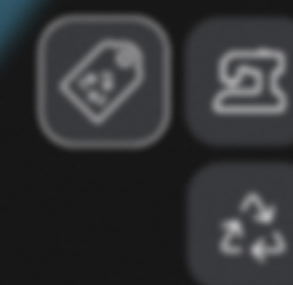
WEB3  
GAMING  
DIGITAL WARDROBE



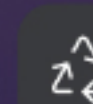
CUSTOMER  
EXPERIENCE



AUTHENTICATION



RESALE  
REPAIR  
RECYCLE



BLOCKCHAIN

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