

# Siignia Ltd Uses Kickstarter To Launch Exciting New NFC Communication Tool

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[/EINPresswire.com/](#) -- Young entrepreneur Jessi Dimmock is harnessing the amazing power of [Kickstarter](#) to make business cards a thing of the past with [Siignia](#) Ltd's iiD, a device which uses contactless technology to securely exchange personal details.

New technology start-up Siignia Ltd today launched a Kickstarter campaign to let consumers be first in line to get an iiD, a new innovation in communication technology that's as stylish as it is smart.

The launch is founder Jessi Dimmock's first Kickstarter campaign, after successfully gaining funding from the [University of Plymouth](#) to support initial development of the iiD. "Using Kickstarter is the perfect way to achieve our aim at Siignia. We want to release the iiD as soon as possible, because we know it will revolutionise the way contact details are exchanged with clients, business partners and even friends." says Jessi. "It makes the paper business card a thing of the past because, put simply, it's easier, faster and it works better. And this way, people who donate to our Kickstarter campaign get to be one of the first people to own an iiD."

Kickstarter is the most popular crowdfunding website in the world, with over 5 million donors using the site. It lets consumers donate money towards exciting creative projects in return for exclusive rewards from the project creators. "We're offering a range of great rewards to our backers," says Jessi. "From stickers and t-shirts to a stunning gold-plated iiD, there's something for every level of donation."

With an iiD, user contact details are stored on a Near-Field Communication (NFC) chip, a technology that lets smartphones and similar devices communicate with each other by touching or bringing them close together.

The chip is embedded in a wearable piece of silver unisex jewellery, which can be worn in a



multitude of ways. To exchange contact details, a smartphone is tapped to the jewellery, sharing a webpage with customizable contact details, from a phone number to social network details like LinkedIn and Twitter.

Contact details can be updated immediately online or with an easy-to-use app, meaning they're never out of date, and because they're stored securely, there's no chance of losing valuable leads or important contacts.

Consumers can contribute to the Kickstarter and claim their exclusive rewards by visiting <http://www.kickstarter.com/projects/siignia/iid-nfc-connectivity-jewellery>

Find out more about the iiD and the work Siignia do by visiting their newly-launched website at <http://www.siignia.com>, and by following them on Twitter @SiigniaLtd.

### About Siignia

Siignia is an exciting technology start-up that combines iconic styling with the latest smartphone technology to make social and business connectivity easier, faster and smarter. Founder Jessi Dimmock and her team are committed to staying at the forefront of Near-Field Communication (NFC) technology and continue to lead the way in researching how it can be used to make every day interactions work better for everyone.

Press Release courtesy of Online PR Media: <http://bit.ly/J2Wgcs>

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