



idion disc Delivers a Stunning Performance at iHeartRadio's Wango Tango

The Wango Tango concert in Los Angeles saw the first large-scale rollout of the idion disc™, a skin-applied wearable with built-in NFC tags, powered by Smartrac

NEW YORK CITY, USA, June 6, 2018 /EINPresswire.com/ -- This year's iHeartRadio's Wango Tango by AT&T concert in Los Angeles (Saturday, June 2) saw the first large-scale rollout of the idion disc™, a patented, skin-applied wearable with built-in NFC capability that is essentially imperceptible when worn. Developed by idion LLC, a leader in skin-applied wearables, in partnership with Smartrac Technology Group, a global leader in RFID products and Internet of Things solutions, the idion disc™ is a thin, flexible, skin-adherent, wearable device that enables brands and venues to enhance attendee and guest experiences, increase engagement and increase sponsorship and partnership revenue.

At the Wango Tango festival village pre-concert event, attendees wore idion discs and used them to access and interact with exclusive event-related content and register for a chance to win floor seats to the Wango Tango by AT&T concert later that day. idion discs are hypoallergenic, water and dirt-resistant and can remain on the skin for up to 5-7 days. Unlike standard event technologies, idion technology does not require a wristband, necklace or other accessory to attach to the wearer.

Readable through standard iOS and Android smartphones or industry-standard NFC readers, the idion disc's enclosed NFC inlay plus the related software and cloud solution enables brands, venues and sponsors to design unique, identity-specific experiences and experiential marketing campaigns for their attendees and guests. These can include seamless and secure credentialing, frictionless payment solutions and the collection of voluntary attendee information and engagement patterns. idion's participation at Wango Tango by AT&T was sponsored in part by 7-Eleven.

Combining cutting-edge technologies to maximize attendee experience

"We are thrilled to partner with iHeartRadio and debut our idion disc skin-applied wearable at the iHeartRadio Wango Tango by AT&T festival village, the premier all-day summer music event in Southern Los Angeles," said Michael Gilvary, Chief Operating Officer and co-founder of idion. "Our skin-applied technology takes wearables to the next level and makes possible attendee and brand engagement strategies that are not available with a traditional wristband, medallion or other standard RFID solution. The idion disc has been a hit with attendees and sponsors, and we expect to roll it out at other concerts and venues nationwide."

"We're very excited to be an integral part of idion's high-performance offerings that deliver awesome experiences for iHeartRadio, and fans of iHeartRadio's world-class concerts and events. Powered by Smartrac's trusted [IoT platform Smart Cosmos](#) and our game-changing NFC solutions, the idion disc provides creative and thrilling experiences that take real-time customer engagement and intimacy to a whole new level for the event, hospitality and recreation markets. As a long-term strategic idion partner, Smartrac is well positioned and poised to support idion with their upcoming large-scale rollouts, as well as their rapid expansion into other markets", said Amir Mobayen, Chief Revenue Officer and Member of the Management Board at Smartrac.

About idion:

idion offers a novel, skin wearable technology that enhances attendee and guest experiences at concerts, events, hotels, resorts, museums and other venues. idion's technology is patented and covered by multiple issued claims and protected applications. Our product, the idion disc™, increases attendee and guest engagement by delivering an enhanced experience, simplifies access through secure credentialing and offers brands, venues and sponsors the ability to create an entirely new type of experiential marketing campaign and increase marketing ROI. The idion disc also enables the voluntary collection of data from attendees that can be used to improve decision making and prove sponsor and partner ROI. idion was founded in 2014 and is based in New York City, with offices in Durham, NC as well. idion's skin-applied technology was originally designed for health care applications and is FDA compliant, water & dirt resistant and hypoallergenic. We market our technology under the Patient ID Shield (TM) brand to health care providers as a care management and patient identification platform. For more information, please visit www.idion.us or follow idion on Instagram or Twitter.

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About Smartrac:

Smartrac is a leading vendor of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications, such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global research & development centers, production and sales network, and IoT-enablement platform Smart Cosmos®, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, please visit www.smartrac-group.com, follow Smartrac on Twitter, or sign up for a quarterly newsletter.

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