OPEN CHOCOLATE

Properties list:
smart packaging
information accessibility
information about content
chocolate
confectionery and sweetness
new product
labels and sleeves
box
cardboard and paper
high-tech
unusual visual association
typographical texture

A chocolate that can be explored with a mobile phone. The product speaks and listens, changes and configures itself according to the indications and the desires expressed by the consumers. By taking a picture of the code on the package with his mobile phone, the consumer can interact with the product, know its history, its ingredients and nutritional aspects, suggested combination with other foods etc.

Reference: Graphicus, nÂ°1039 - June 2007

Credits:

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