

# THE SMART BUSINESS CARD

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PRESS KIT



Introduction  
Sustainability  
Product Features  
Business Card  
Virtual Profile  
Home Screen

ONE BUSINESS CARD FOR LIFE.  
**LEMON** IS THE SMART BUSINESS CARD  
THAT GETS YOU MORE CONTACT  
FROM CONTACTLESS.

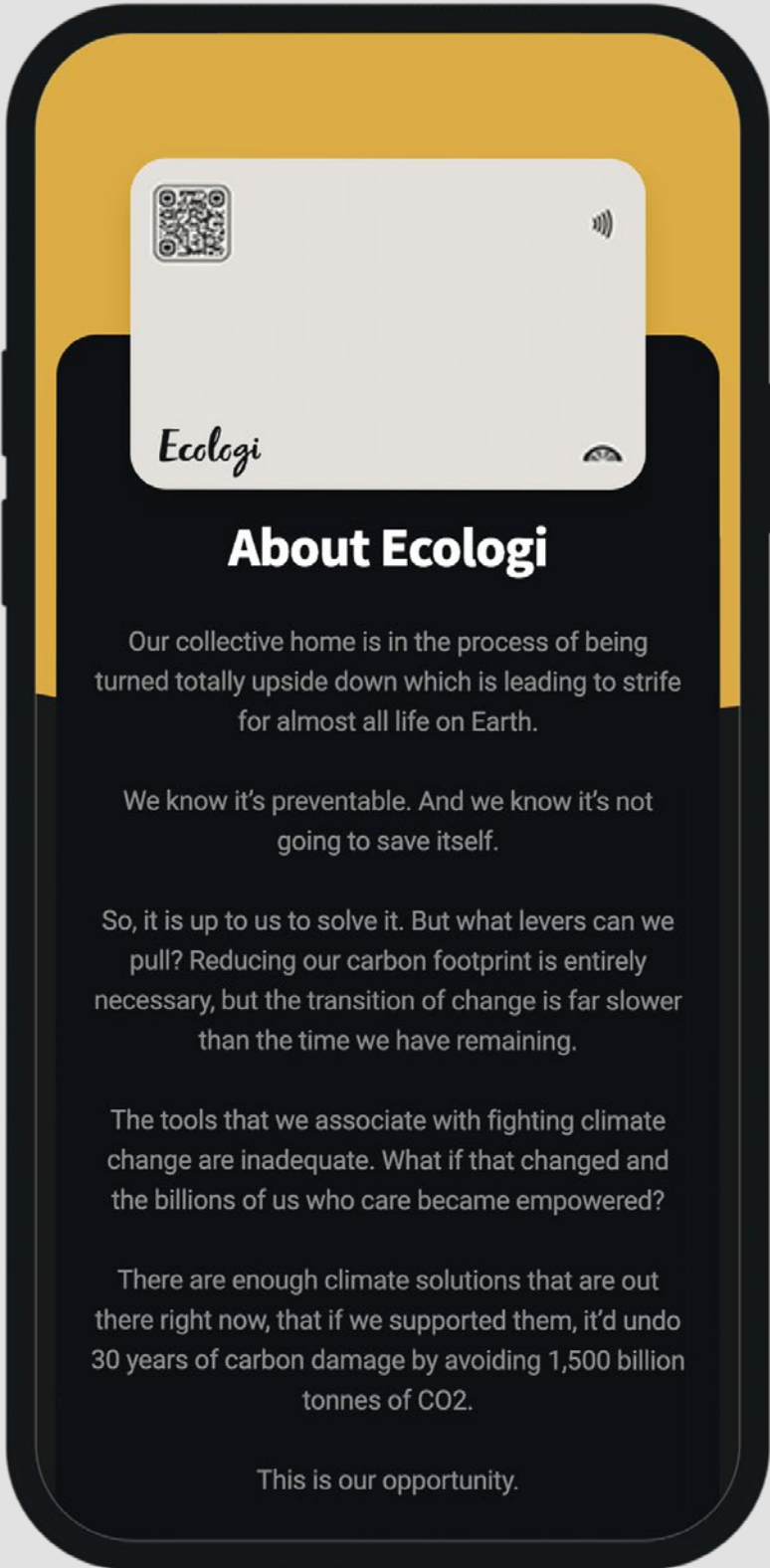
SCAN THE QR CODE TO SEE **LEMON** IN ACTION.



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**27 MILLION** PAPER BUSINESS CARDS  
ARE PRINTED **EVERY DAY**.

**88%** OF THEM ARE THROWN AWAY  
WITHIN THE ONE WEEK.



## ECOLOGIGI

FROM MAY 2022 WE'LL BE PARTNERING WITH ECOLOGI TO PLANT 1 TREE FOR EVERY LEMON BUSINESS CARD THAT IS ORDERED

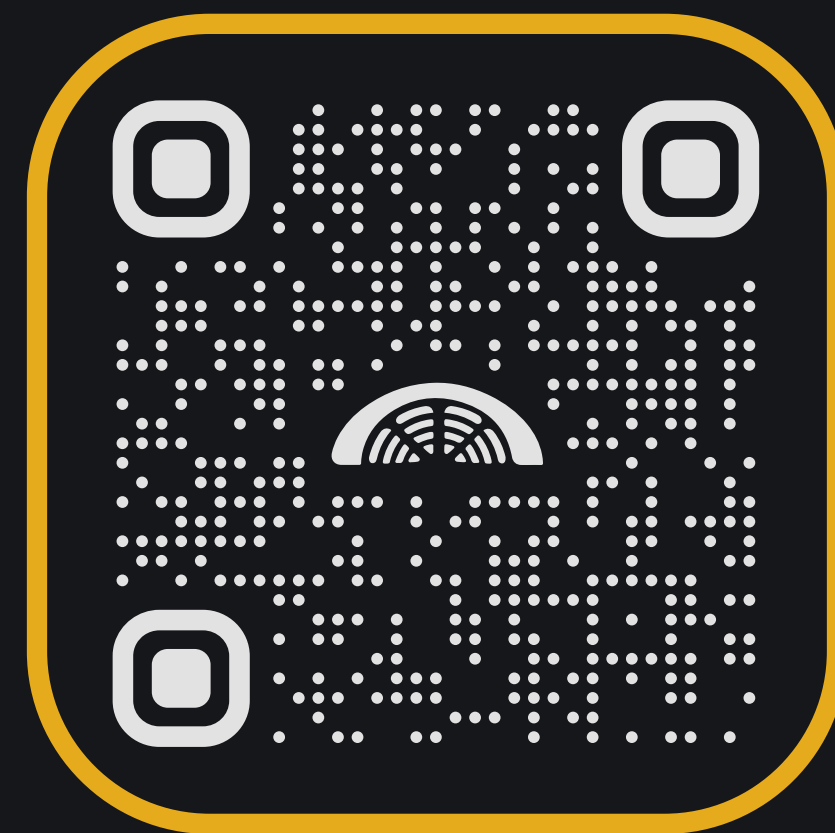


## Trees For Cities

WHEN YOU MAKE A PURCHASE OF 10+ CARDS FROM LEMON WE'LL DONATE ALL PROFITS FROM YOUR TENTH CARD TO TREES FOR CITIES

SCAN THE QR CODE TO PLANT SOME **LEMON** TREES.

NO PURCHASE OF **LEMON** BUSINESS CARD REQUIRED



## **One Card, Unlimited Updates**

Update your contact info for free.  
Ensuring clients always have your latest details -  
whether they tapped last week or last year.

## **One Card, Unlimited Taps**

No more expensive, space consuming bulk orders.  
Share your contact details instantly without ever  
running out of business cards.

## **Environmentally Friendly**

Our waterproof & durable cards are a more sustainable  
method of networking that helps to save the trees  
in the ground & the money in your pocket.

## **No App Requirement**

Compatible with both IOS & Android straight out  
of the box - no charging, no setup, no apps.

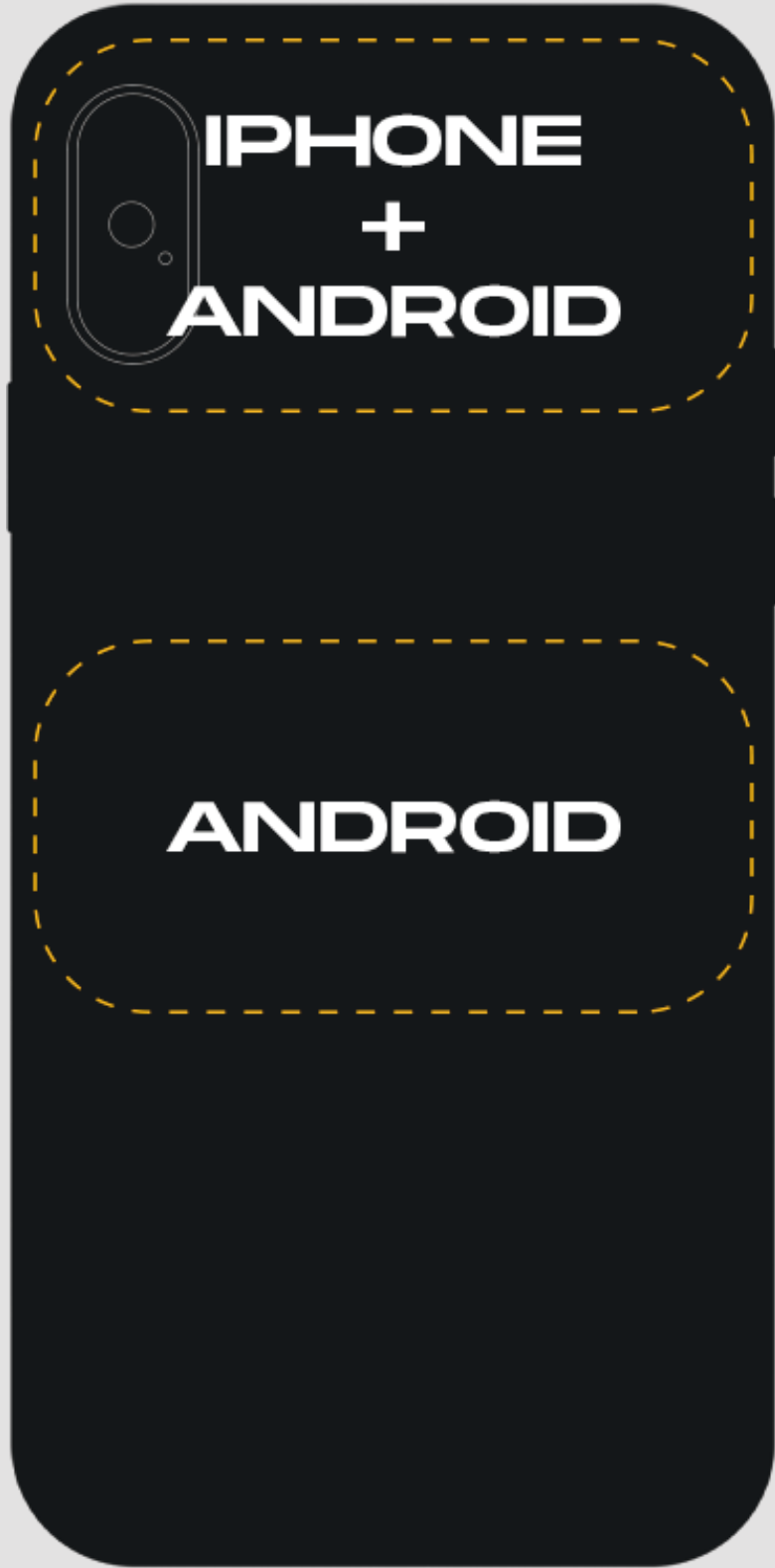
## **Contactless Sharing**

Giving potential clients piece of mind by sharing  
information at a safe distance without the need  
to exchange traditional paper business cards.

## **Instant Engagement**

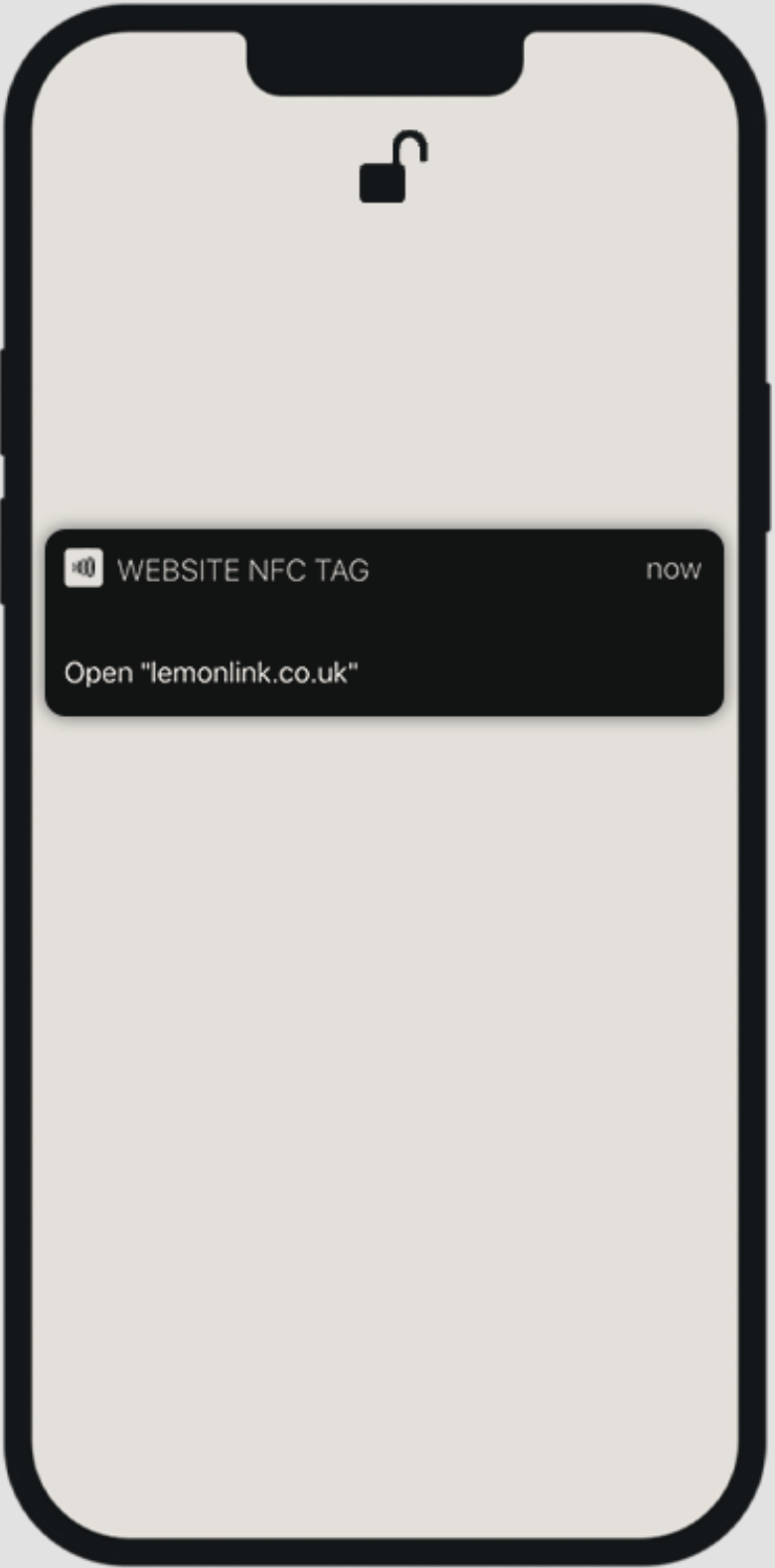
Send users directly to your contact info, social profile  
or website with just a tap.





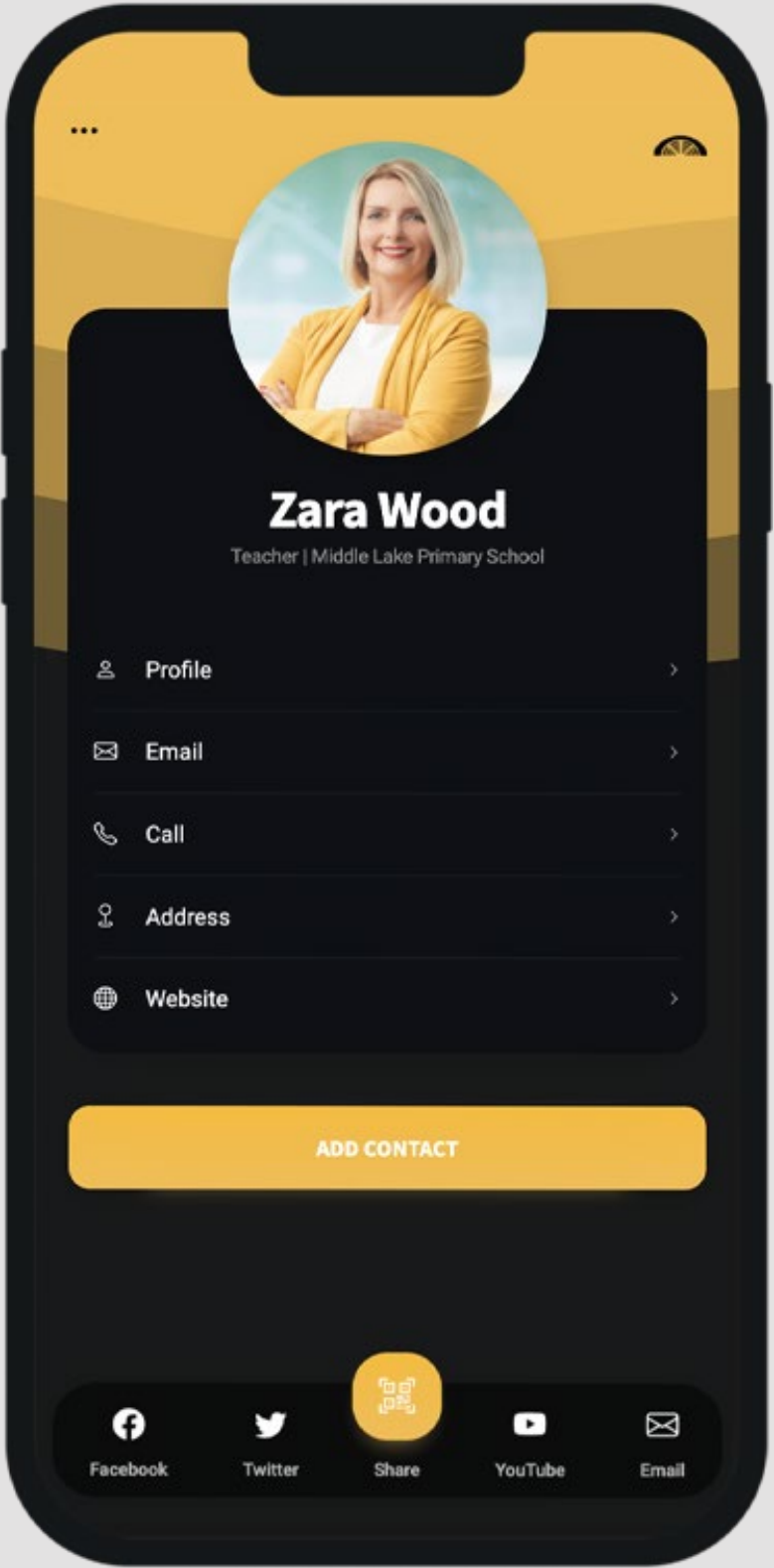
**Tap**

TAP THE PHONE WITH YOUR LEMON CARD



**Tap**

TAP THE PUSH NOTIFICATION TO OPEN



**Boom**

ALL OF YOUR CONTACT INFORMATION IN ONE PLACE

## LITE

- ✓ Business Card
- ✓ Virtual Profile
- ✓ Virtual QR Code
- ✓ Unlimited Taps
- ✓ Unlimited Changes
- ✓ Customer Support
- ✓ Card QR Code
- ✗ Custom Branding
- ✗ Custom Card Colour
- ✗ Custom Profile Colour
- ✗ Zoom Background
- ✗ Monthly Analytics

## PRO

- ✓ Business Card
- ✓ Virtual Profile
- ✓ Virtual QR Code
- ✓ Unlimited Taps
- ✓ Unlimited Changes
- ✓ Customer Support
- ✓ Card QR Code
- ✓ Custom Branding
- ✗ Custom Card Colour
- ✗ Custom Profile Colour
- ✗ Zoom Background
- ✗ Monthly Analytics

## BUSINESS

- ✓ Business Card
- ✓ Virtual Profile
- ✓ Virtual QR Code
- ✓ Unlimited Taps
- ✓ Unlimited Changes
- ✓ Customer Support
- ✓ Card QR Code
- ✓ Custom Branding
- ✓ Custom Card Colour
- ✓ Custom Profile Colour
- ✓ Zoom Background
- ✓ Monthly Analytics

# BUSINESS CARD

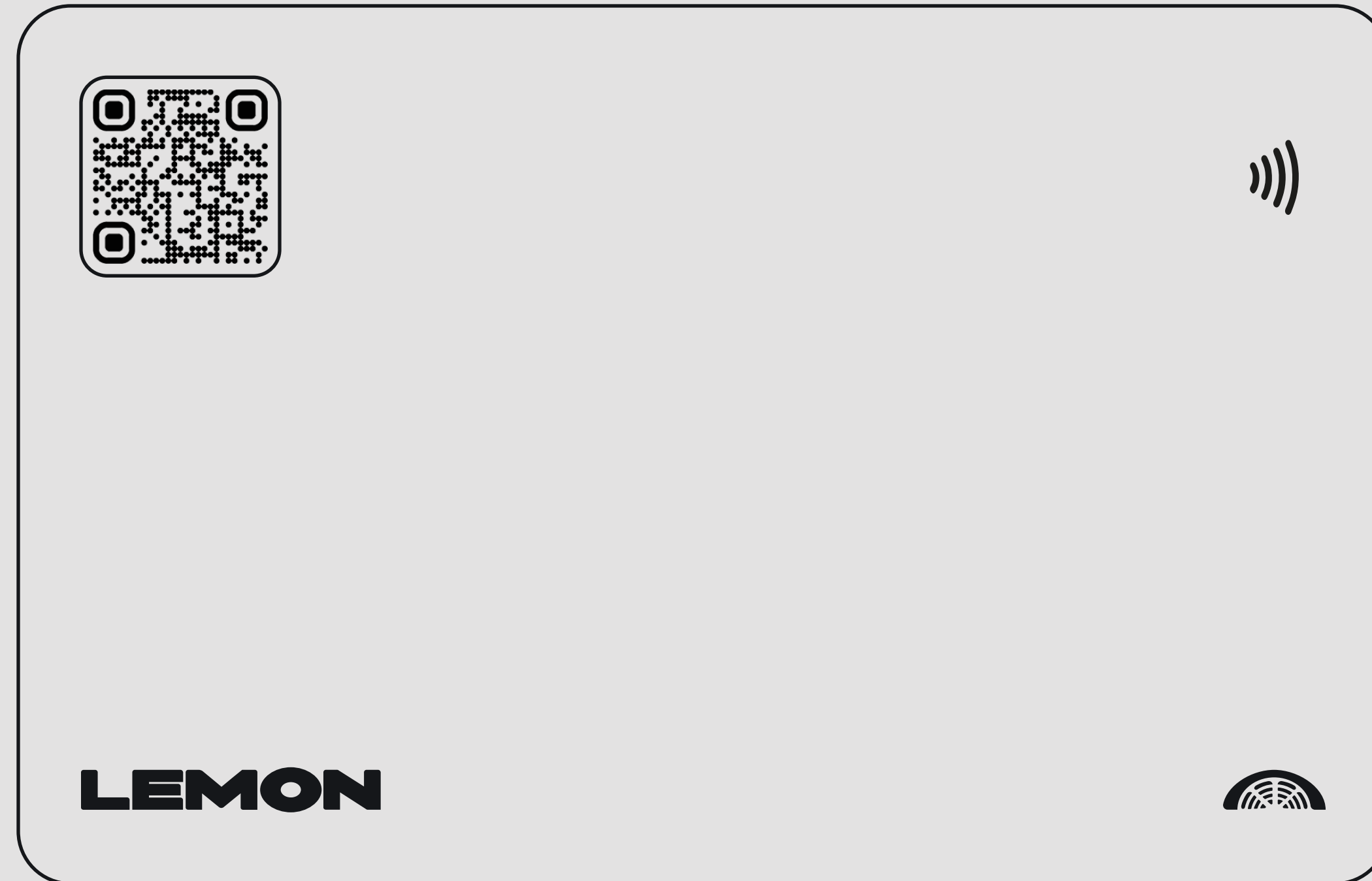
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 **LEMON**



YOUR QR CODE

NFC ENABLED



YOUR BRAND\*

CUSTOM COLOUR\*\*

\*WITH PRO & BUSINESS ACCOUNT // \*\*WITH BUSINESS ACCOUNT





LITE / PRO

PRO

PRO

BUSINESS (FULL CUSTOMISATION)

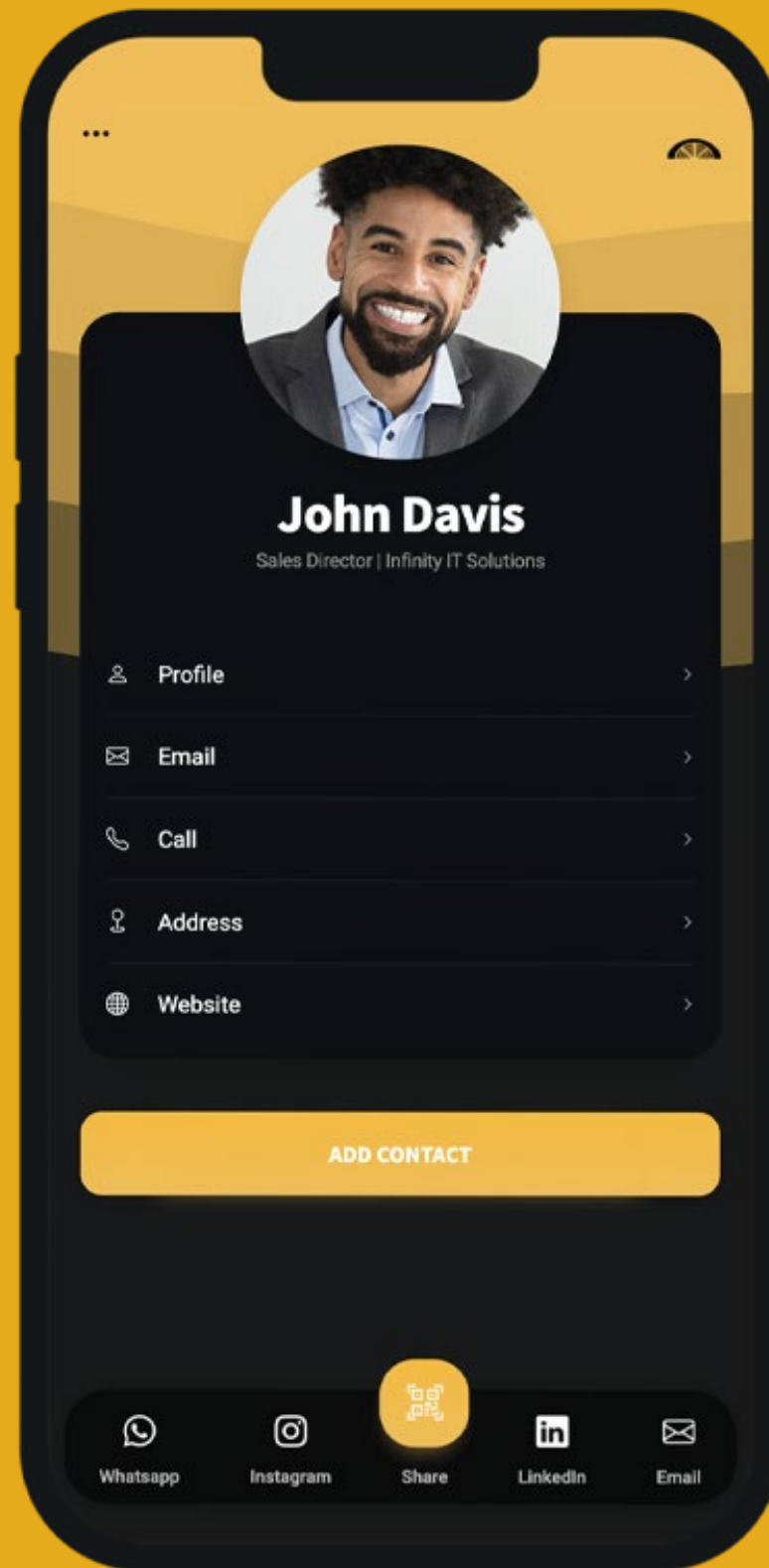




# VIRTUAL PROFILE







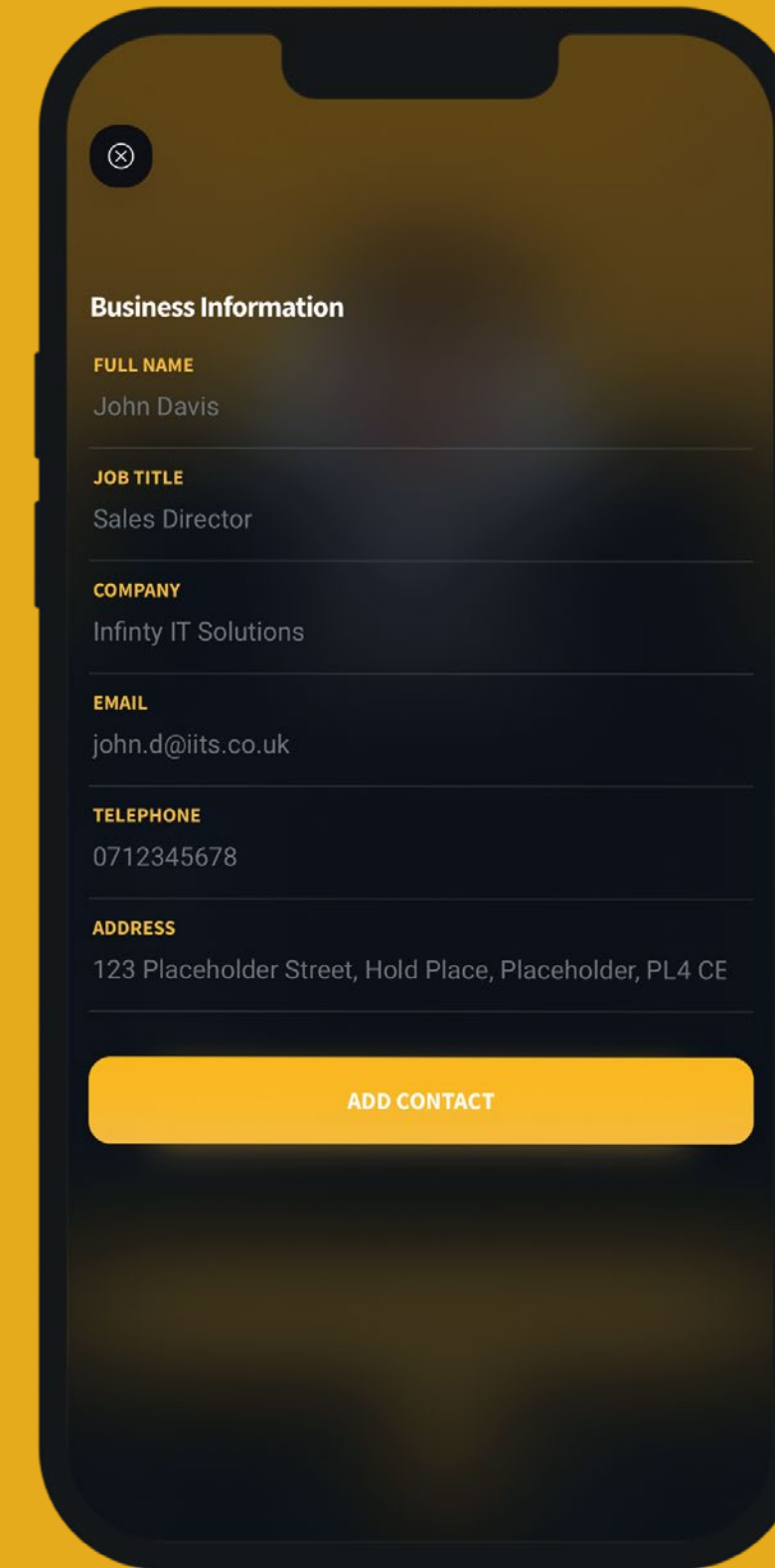
## Quick Links

INSTANTLY CONNECT BY USING DIRECT LINKS TO YOUR KEY SOCIAL CHANNELS



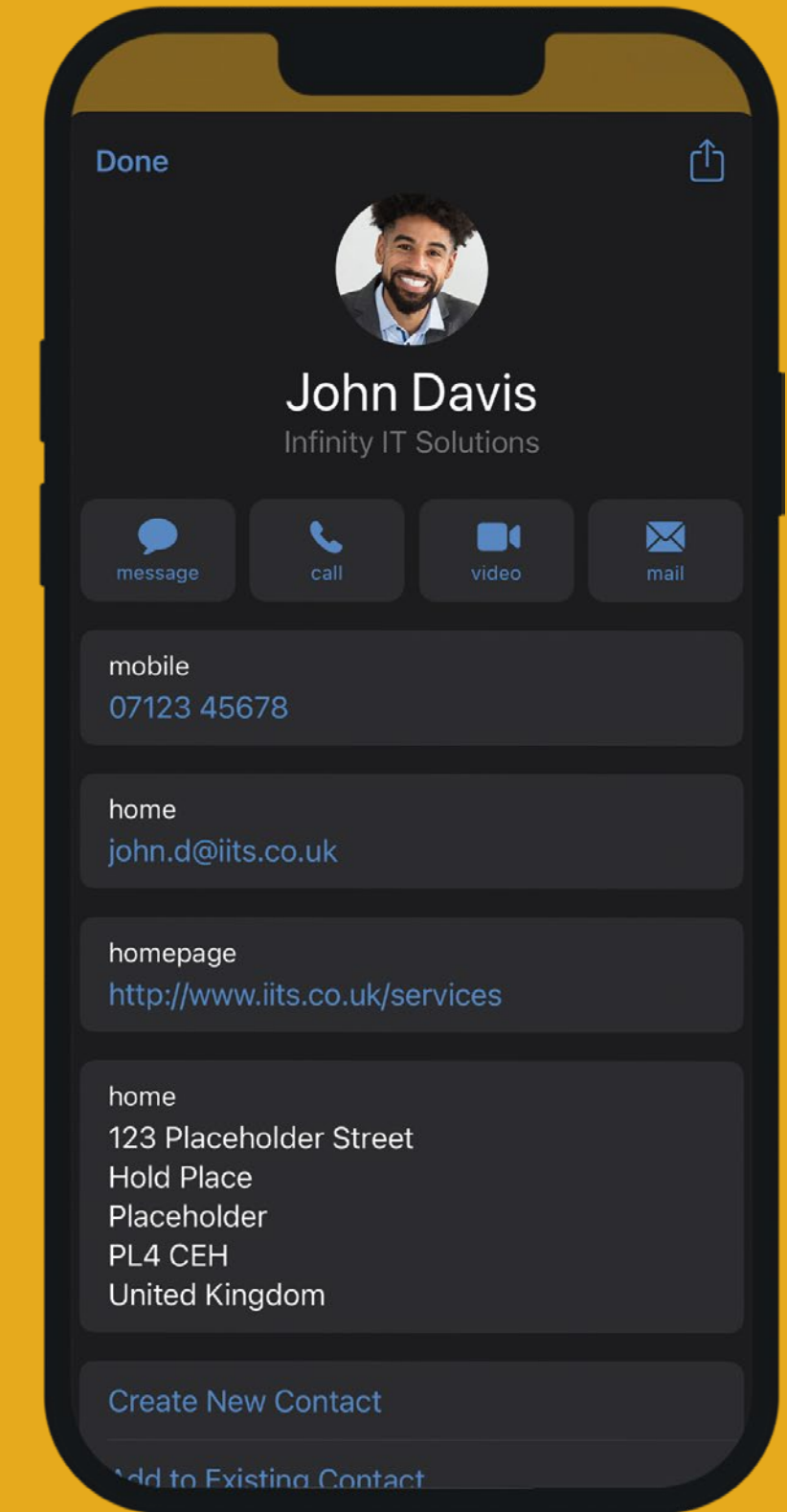
## Share QR Code

NO NFC? NO PROBLEM  
SHARE YOUR PROFILE ON THE GO WITH JUST A TAP



## Virtual Profile

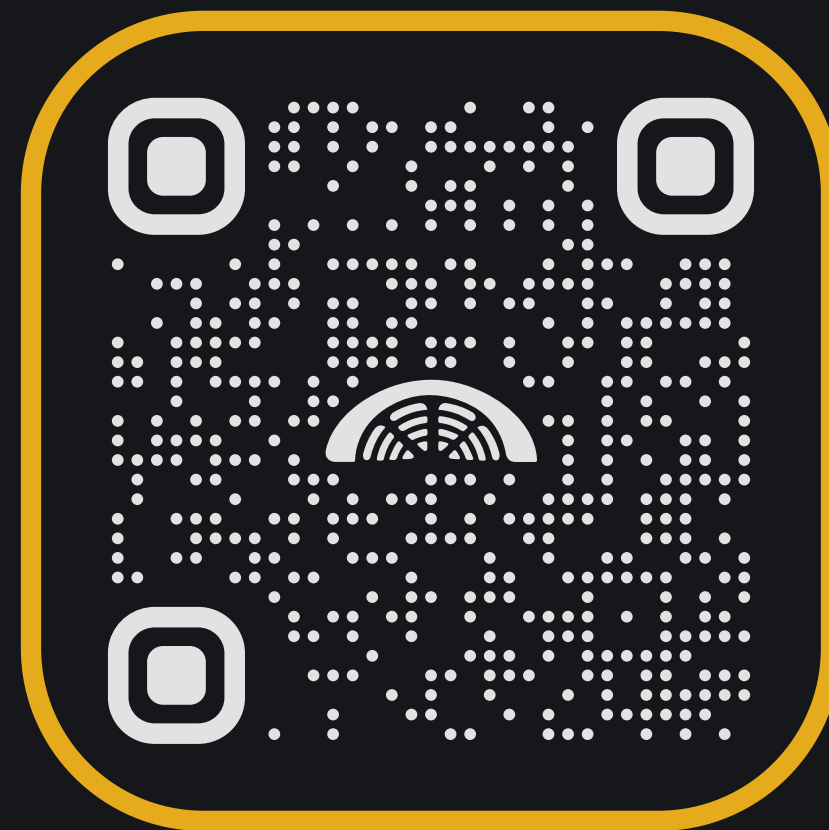
CUSTOMISE YOUR USER DETAILS & KEEP ALL OF YOUR BUSINESS INFORMATION ALL IN ONE PLACE



## Add Contact

IMMEDIATELY SAVE CONTACT DETAILS TO THEIR PHONE FOR QUICK & EASY FOLLOW UP

SCAN THE QR CODE TO UPDATE YOUR **LEMON** PROFILE.







# HOME SCREEN

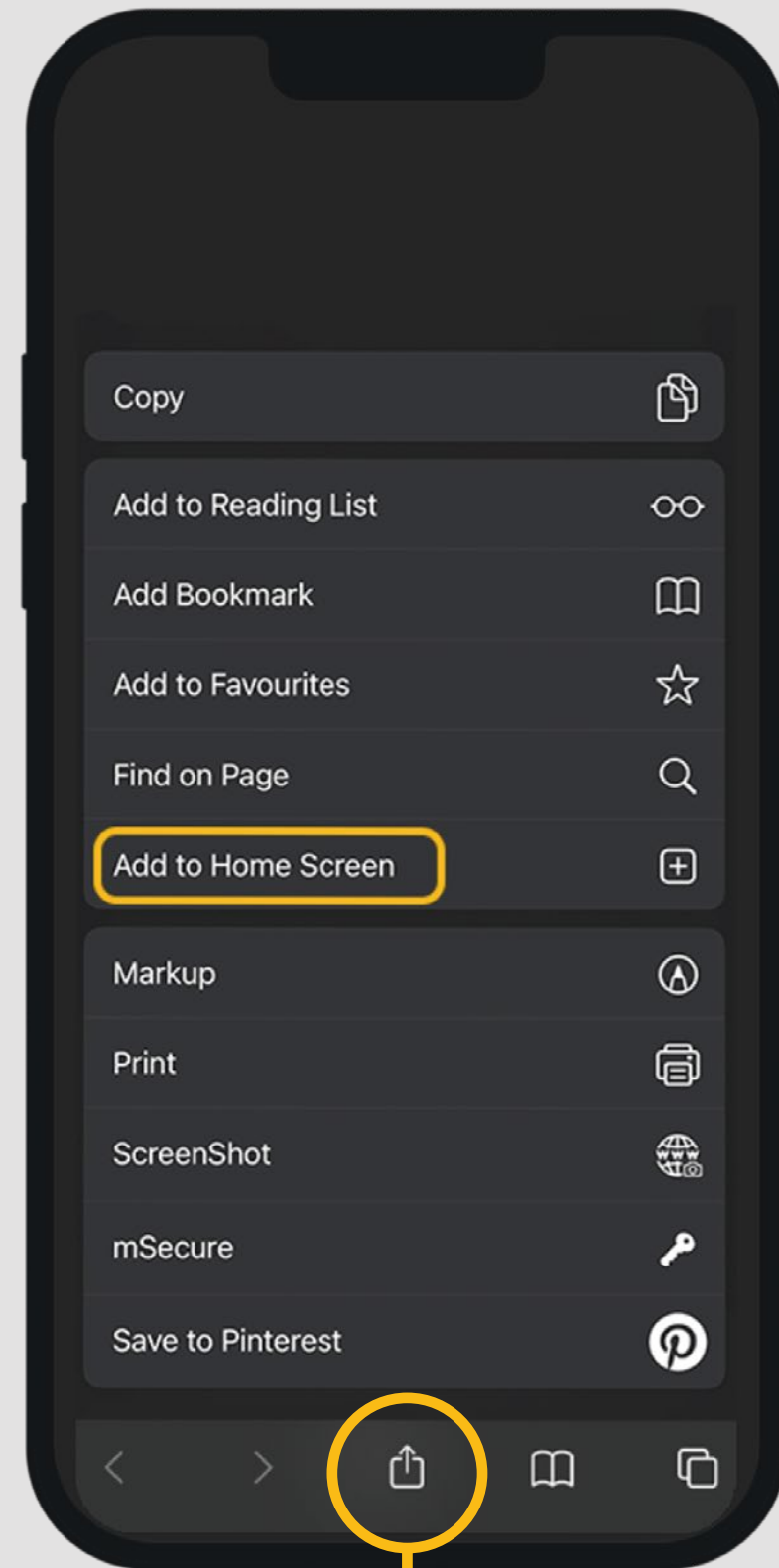


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ADD YOUR **LEMON** PROFILE  
TO YOUR HOME SCREEN FOR  
QUICK & EASY ACCESS.

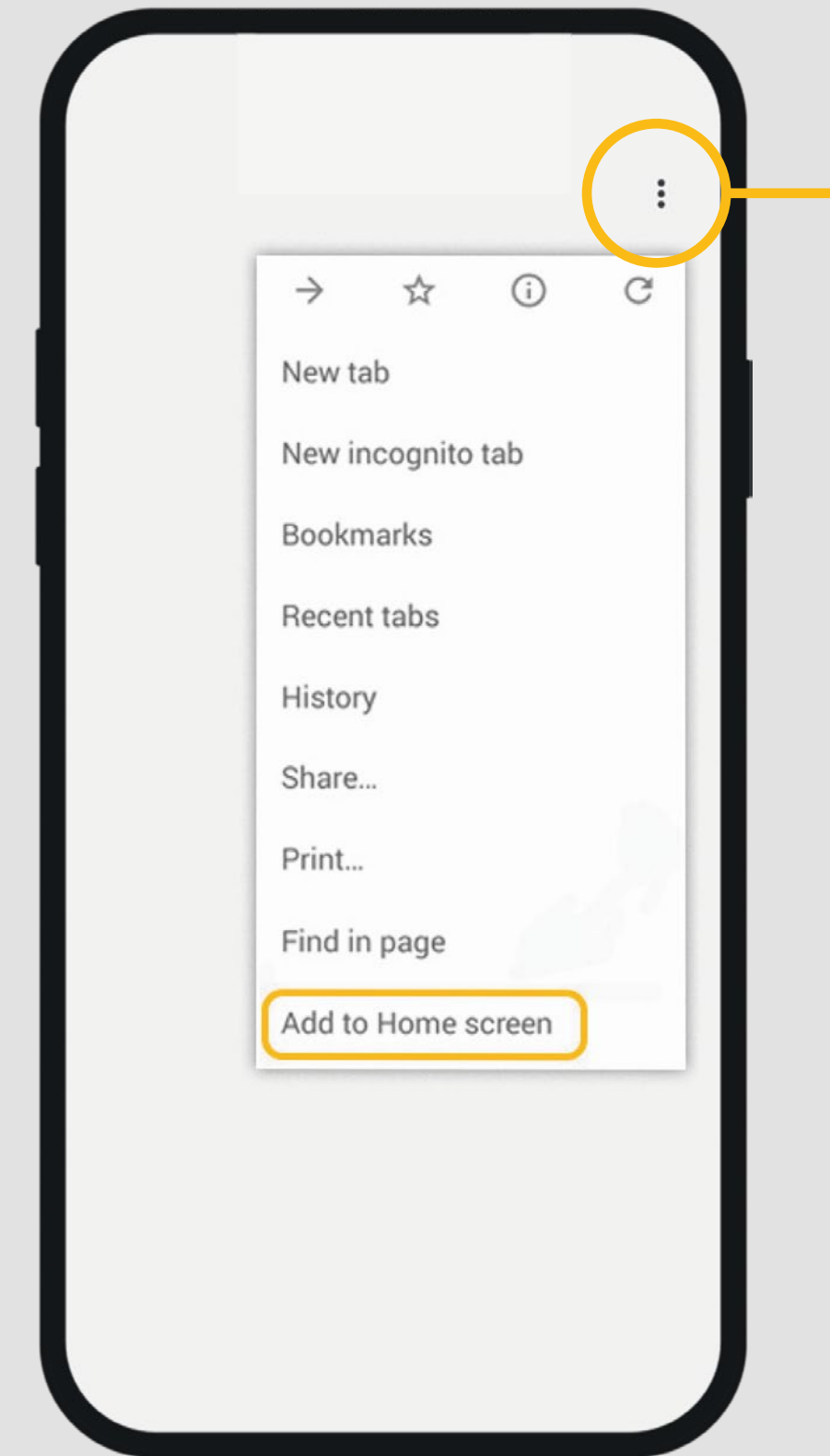
EASY PEASY.





## IPHONE

1. Open your profile in Safari.
2. Tap the Share Icon.
3. Tap "Add to Home Screen"



## ANDROID

1. Open your profile in Chrome.
2. Tap the Menu Icon.
3. Tap "Add to Home Screen".



**LEMON TECHNOLOGIES LTD**  
DIGITAL NETWORKING SOLUTIONS

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