



Lini Cube, the new brand of educational construction toy, is connecting its packaging thanks to SELINKO technology.

Brussels, September 5 2016 - The arrival of Lini Cube is set to revolutionize the market in children's construction toys. This new brand, developed by the German company Sunny Hills, reinvents the building block by integrating the 3D concept along with a completely innovative design. With more than 105 different ways of interlocking the blocks and 18 color shades, all designed to match perfectly, Lini Cube has already won several awards, most recently the German Design Award 2017.

Since innovation is an integral part of its DNA, the brand naturally gravitates toward the Selinko product identification platform, with a view to connecting its packaging and protecting itself against counterfeiting, which accounts for an annual loss for the sector of about 1.5 billion euros in Europe. Toys are currently the 6th most frequently counterfeited product category, with almost one in ten toys in Europe being a counterfeit.

Lini Cube will be adopting Selinko technology in October by integrating a secure NFC chip MIFARE Ultralight® C from NXP Semiconductors in its packaging, combined with Selinko platform and mobile application. Each box containing 81 cubes is offered for sale at 197 euros.

Selinko is currently the leading multiservice platform allowing brands to connect their products to the Internet of Things by placing a secure NFC tag on each product or package. By attributing this unique identity to objects, the Belgian company allows marketing services to be accessed in addition to authentication and gray market detection, thereby enhancing the customer's experience. It is all done simply by scanning the object with a mobile telephone NFC and downloading our free app. Gartner estimates that 20.8 billion objects will be connected by 2020.

Selinko will be present on C2L STAND AC31 to unveil Lini Cube's secure and connected packaging developed in collaboration with NXP Semiconductors, the market leader in NFC-RFID tags.

For more information on Lini Cube:

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For more information on NXP Semiconductors: www.nxp.com
MIFARE is a registered trademark of NXP B.V.

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Some visual aids available

1. *Lini Cube connected packaging*
2. *Lini Cube NFC tag 25 mm x 25 mm for placing on the packaging*
3. *Lini Cube Color Concept Shades*
4. *Building creation example.*
5. *105 different ways of interlocking the blocks.*

1.



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