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Finncode enters into Italian luxury fashion market dealing RFID-solutions for Francesca Castagnacci

Finnish software company Finncode Ltd enters into Italian luxury fashion market dealing RFID-solutions for the Tuscan brand Francesca Castagnacci. Every piece of the Francesca Castagnacci's collection is equipped with NFC tag, which are embedded inside of the bags and shoes. The partner and the CEO of Francesca Castagnacci's brand, Fabio Crolli, thinks that smartphone readable NFC technology is the best solution for the individualizing of products for both consumers and brand. "I honestly think that this technology will and should be a standard in the luxury sector very soon", Crolli says.

Finncode service offers to Francesca Castagnacci's clients a NFC-based authentication and product registration. Through Finncode Authentication application, Francesca Castagnacci offers a vast gallery of digital contents to their clients, ranging from product details to brand news and more entertaining services - like a diary.

The Finncode CEO Vesa Haapaniemi rejoices about Francesca Castagnacci's collaboration.

"Italian fashion industry has so many qualities to treasure that I think it's great to be able to participate in fostering this world class tradition with cutting-edge technology", Haapaniemi says.

Finncode has recently established a Sales Department in Florence, Italy.

Francesca Castagnacci is luxury fashion brand combining Italian craftsmanship together with innovative materials and technological details.

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