

LINK : Stay In Touch.

Link is a proprietary NFC tag that can be worn discreetly as a piece of jewelry or body piercing. With proprietary designs made to appear like 'the real deal', Link allows users to exchange data and contacts without the worry of unwanted attention from third parties. Without accounts sign-ups or user info, Link users can enjoy data exchanges without the worry of data compromises or extortions as seen from other companies such as Ashley Madison or Tinder, all while keeping track of exchanges and contacts using the Link app. Link also allows wearers to integrate the proprietary NFC to their own jewelry and piercings of choice for a more subtle approach. Potential partnerships include MIT Media Lab and Microsoft Research team's DUOSKIN with the goal to develop a more discreet NFC integrated tattoo and communication device.