**Pitch**

*(first slide)*

Does everybody know what this is? (showing a CD) Do you still use it?

Do you know that many people like to keep a hard-copy of their audiovisual media?

*(second slide)*

People who have been collecting or keep buying, for example CDs, for years like the interaction with their had copies and generally have media libraries from where they like to choose what they would like to play.

*(third slide)*

There are many options today for media management, but few offer the authentic experience of interacting physically with your collections. Simply by placing a designated object on the surface, music, DVDs or videogames can be played through your existing home entertainment systems and the interaction is reduced to a pleasant gesture. This solution uses a seamlessly integrated RFID tagging system to link physical objects to your favorite music, movies, games, and more.

*(fourth slide)*

The shelf uses a hidden RFID chip to interact with an embedded SOC, which posts the RFID tag to an MQTT broker running on the network. A cloud server subscribed to the appropriate MQTT topic then references the RFID tag against a database of media. If the desired media exists in the database, the server contacts the home entertainment system, running Kodi, using a series of JSON-RPC requests to modify three different media playlists: audio, video, and photos.

(fourth slide)

Thank you!