**Pitch**

Nowadays we have everything figured out regarding audiovisual media reproduction and management. Or don't we?

There are many options today for media management, but few offer the authentic experience of interacting physically with your collections. The shelf is an intuitive and efficient way to organize and play many different forms of media. Simply by placing a designated object on the surface, music can be played through your existing home entertainment systems. This solution uses a seamlessly integrated rfid tagging system to link physical objects to your favorite music, movies, games, and more. Where the Internet of Things is often controlled using apps on mobile devices, the "name here" takes the user a step away from the technology and gives the interaction a satisfying, tangible feel.

This product is definitely not for Spotify or iTunes users. Our product is directed to people who like to keep a physical copy of the audiovisual materials they buy and collect them.

In the last years many on-line music and audiovisual stores closed their virtual doors snatching users from their digital copies after buying them. After these kind of situations some consumers have come back to buying hard copies.

The shelf is a hardware solution that allows audiovisual hard-copy owners to actively interact with their audiovisual media but reducing this interaction to a pleasant gesture. Collectors and fans will enjoy the pleasure of selecting whatever title they want to play from their home libraries and actively playing it.

The shelf is presented as an input device for your audiovisual home center that can be easily added to any shelf. Basically we do not sell the shelf, we sell the device that is added to the shelf. Consumers would buy the product and easily install it at home.

**Demo**