The smartphone boom in the 2000s significantly accelerated the birth of the digital era. Ever since, the companies have faced the question of how to enhance the experience of using gadgets even more. Furthermore, only a few years later, the term 'phygital' began to emerge. The concept is a synthesis of the terms ‘physical' and 'digital’, suggesting the idea of a union of two worlds in the smooth, safe and simple way. According to the marketing dictionary of Monash University, it is defined as a bridge between the digital world and the physical world with the purpose of providing a unique interactive experience for the user. It was firstly coined in 2007 by Chris Weil, the Chairman-CEO of Momentum Worldwide, in order to highlight the significance of inextricable connection between tangible and virtual realities. In 2013 Momentum Wordwide, understanding the power of phygital, laid claim to the copyright and even integrated it into their motto: “An agency for the Phygital World”.

The phygital experience is widely implemented by companies in order to provide qualitative customer experience and keep them interested in buying more. According to Frost & Sullivan, making customer the center of attention through the omnichannel strategy focused on phygital concept helps to provide high-quality engagement. Moreover, the use of smartphones, QR Codes, and artificial intelligence can amplify phygital experience even further. Thus, it helps companies to win over loyal and engaged customers.

The most widespread example of phygital concept is Near Field Communication (NFC) technology. According to Samsung, NFC allows users to make secure transactions, exchange digital content, and connect electronic devices with a touch. An NFC tag sends radio waves to activate the antenna in a receiving device. The recipient validates the information to complete the information exchange. Thus, NFC plays pivotal role in connecting two worlds. For instance, NFC embedded in clothing or accessories like wrist-band can unlock features for its users by scanning or entering particular area. It improves immersive experience of both tangible and virtual realities.

<https://www.mjvinnovation.com/blog/what-is-phygital/>

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<https://thebusinessparadox.com/getting-to-know-phygital-and-how-it-all-began/>

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