For this paper we developed the concept and implemented a fully working prototype of a snowboarder community platform based on Near Field Communication. All-I-Touch is a service which provides product information at the point of sale and additionally connects the user with his social community in Facebook. Through this combination it is possible to increase incentives for the end user to use the service as well as the snowboard manufacturer to equip his products with NFC tags. The end user benefits from meaningful product information which is enriched with comments from his friends or arbitrary users through the connection to Facebook. This information is more likely to represent an independent impression of the product than the manufacturer’s description and thus it is more valuable. On the other hand, manufacturers profit from All-I-Touch as a tool for Viral Marketing and benefit from a highly relevant target group. To enhance the attractiveness of the Facebook application we extended All-I-Touch to include Pieces, Places and People.
Thus, the user can update his Facebook profile page instantly with information like where he has been and whom he met - and all that just by holding a mobile phone over a tag!

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