



The Future Connected

For Immediate Release:

October 17, 2023

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CreatedBy_ Launches Attributes for Connected Goods to Create Deep Storytelling, Enhanced Activations, Traceability, and More

- **Storytelling within Encrypted Product ID's Adds Personalization, Transparency and Value in a 360 Circular Economy**

Los Angeles, CA, October 17, 2023 – Today, CreatedBy_ the innovative platform for circular sustainable connected fashion, design, and art, announces the first-ever custom attributes for storytelling, activations, and traceability for connected goods and products. Brands and designers now have the tools to express their product story for deeper storytelling within their connected authentication and activations experiences. Such tools enhance brand development and establish authentic one-to-one relationships with customers and fans ongoing throughout the goods lifecycle.

“Custom attributes is a next-level feature that enhances the consumer experience beyond product authentication into a wider array of brand and consumer relationships and value,” says Tom Wallace, CEO of CreatedBy_. “More than ever, customers want to know the story and sustainability behind the things they buy. This is a self-service way for brands to creatively express their unique story and mission, add sustainability metrics and materials, enhance third-party activation and experiences, and engage directly with their consumers and fans.”

CreatedBy_ allows for direct attribute links, for adding existing photos galleries, videos, websites, loyalty and reward programs, sourcing materials, upcycling and recycling, and premium content experiences as part of the authentication

experience for customers. Significant value is added and trust - to both the brand and owners.

With the rise in apparel brands utilizing connected goods for brand and manufacturer authentication to illuminate and combat counterfeiting, the CreatedBy_ Connect platform solves this problem and also provides 360-circularity for sustainable product upcycling and recycling programs.

How it works: Custom attributes can be added by using the self-service Createdby Connect App when encoding and encrypting CreatedBy_NFC tags to their connected goods, creating the option for a unique experience for each item. The [Createdby Connect App](#) is available on the [Apple App Store](#) and NFC tags can be purchased at [CreatedBy_store](#). Finally, creators now have a simple to use connected good platform that can connect brand or product needs, whether it's connecting one product or thousands.

To learn more and get involved: Contact: Kathleen@Createdby.io or (323) 630-4000. www.createdby.io

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About CreatedBy_: Empowering brands, designers, and artists to simply create affordable and secure product authentication, engaging activations, storytelling, and circular sustainable relationships with consumers and fans throughout their connected product's lifecycle and beyond - made simply using a mobile phone. www.createdby.io