

What is an ICE SmartTag?

Your Emergency Information — Secure, Digital, and Always with You

What is NFC Technology?

NFC (Near Field Communication) is wireless technology that allows devices to share information simply by touching or bringing them close together - similar to how contactless bank cards work. Inside every SmartTag, token, or silicone wristband, we embed a tiny, battery-free microchip attached to a miniature antenna. When you tap a smartphone against the item, the phone sends a tiny burst of radio energy that powers the chip instantly. The chip then transmits a secure web link to your phone, opening your emergency medical profile on the screen within a second without needing any special apps.

Why You Need an ICE Profile

In Case of Emergency (ICE) profiles are vital in the modern world. Having an ICE profile gives you and your family complete peace of mind, knowing that first responders will have immediate access to your critical medical information when it matters most.

The traditional challenge is that people often carry paper cards in their wallet or purse, which can easily get lost, worn out, or damaged.

How the ICE SmartTag Works

The ICE SmartTag Solution is a modern, digital alternative that connects smart technology with everyday items. Instead of carrying vulnerable paper cards, your emergency profile is securely stored on our protected database.

- **1. Choose Your Item:** Select a convenient physical carrier—such as a keyring, token, coin, badge, license disk holder, or silicone wristband.
- **2. Link Your Info:** Your item securely links to your personal digital ICE profile containing your emergency contacts and medical history.
- **3. Instant Access:** In an emergency, first responders can instantly view your profile using their smartphone, while your personal information remains strictly private at all times.

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