DIGITAL BUSINESS CARD

tutorial

B1

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pininfarina

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Tutorial

B1 Card is the new way to present yourself.
A *digital, elegant and smart* business card.

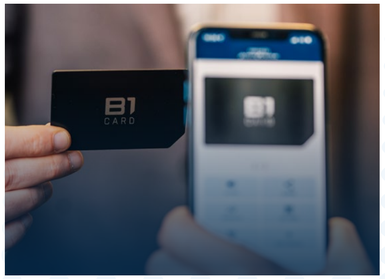
Thanks to NFC technology or by means of an advanced QR Code, simply bring the card to your interlocutor's phone to transfer your contacts directly into your address book.
Incredibly simple yet impressive, here is the last generation/ultimate business card.
Activate your B1 card and discover all the features of this innovative business card by following step-by-step our **tutorial.**

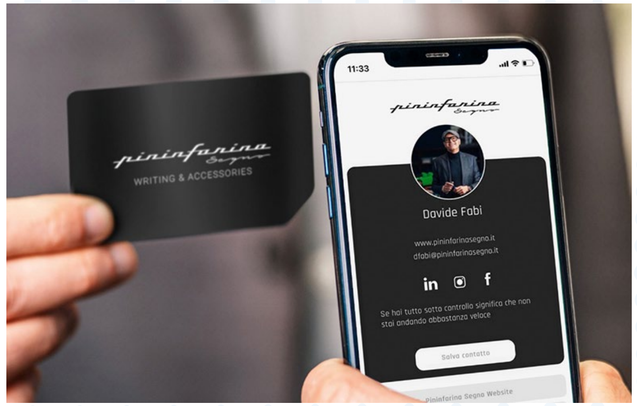
Thank you for choosing B1 CARD!

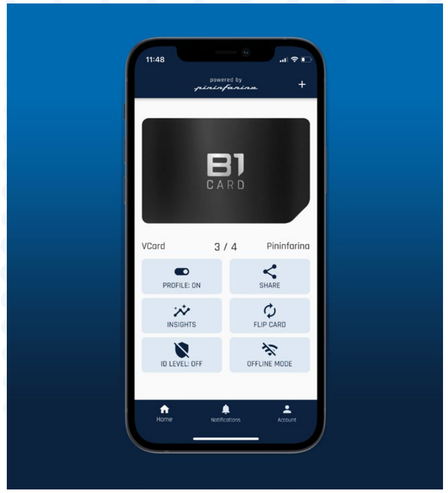














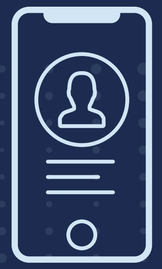




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B1CARD



Install the app and
create your profiles



Associate
your card



You're ready!
Share your contacts

Download the app for iOS or Android directly in the Stores:

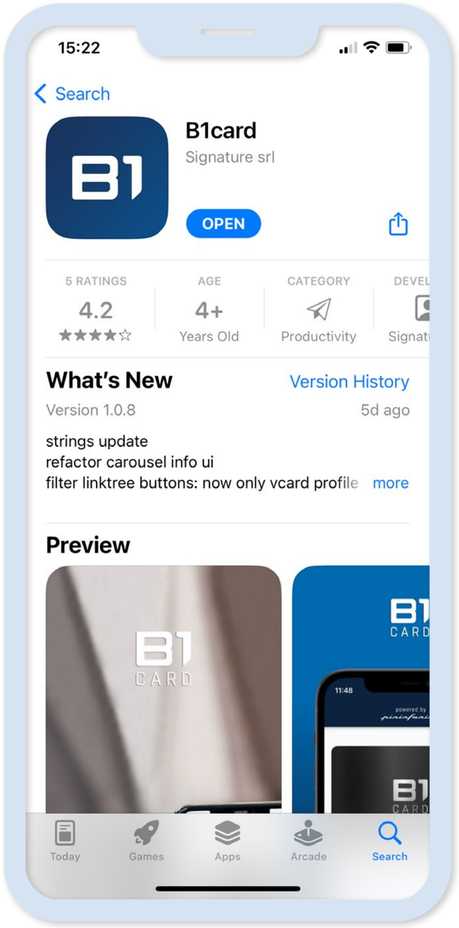
iOS

Android

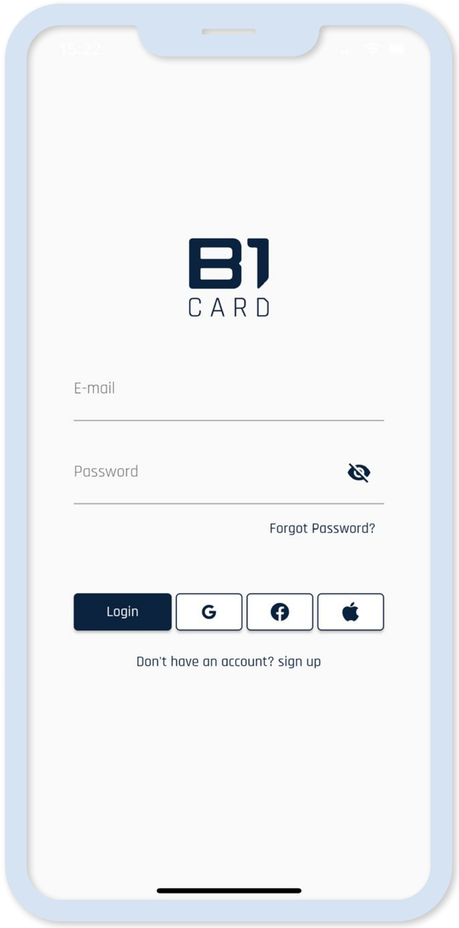
Tutorial

01 Registration

01



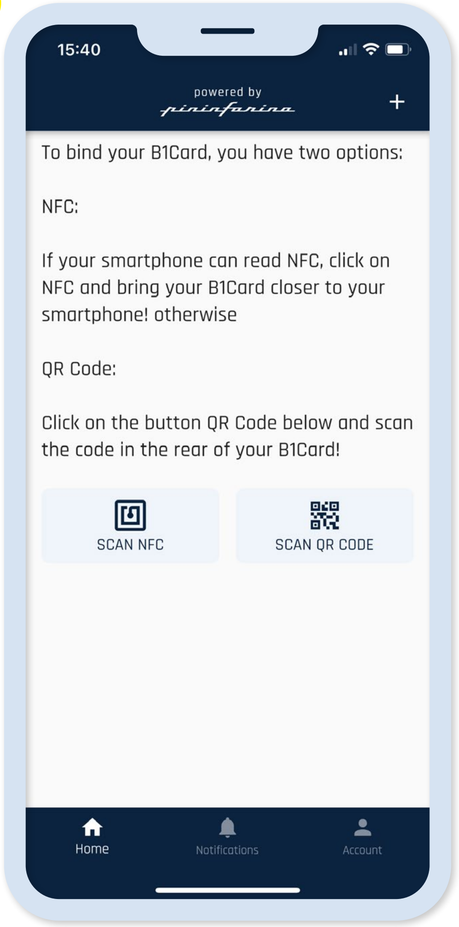
02



Download the app and sign up, you can do this by synchronizing your **Google**, **Facebook** or **Apple**.

02 Associate card

01



Associate your card through **QR Code** scan or **NFC** technology according to your phone model.

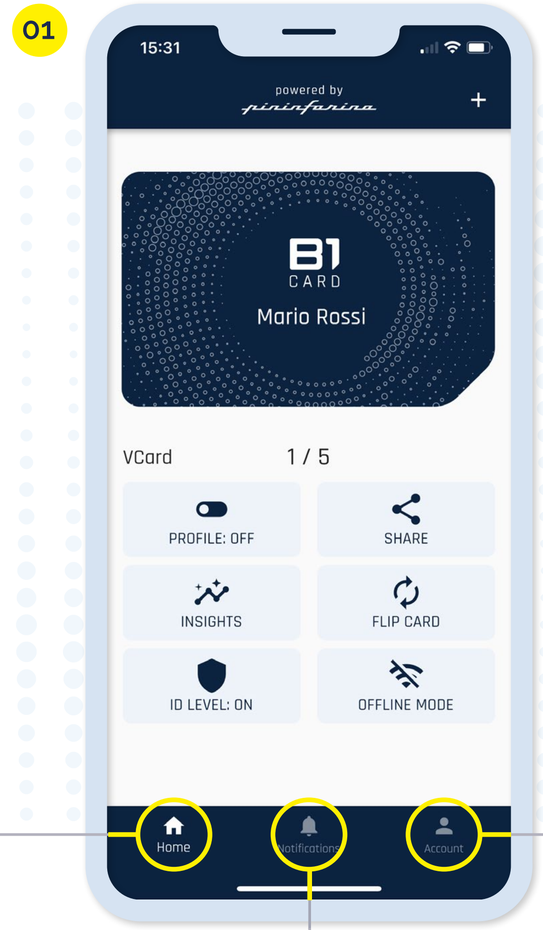


↑ **Place the card close to the phone**



↑ **Place the card close to the phone**

03 Home Page footer icons

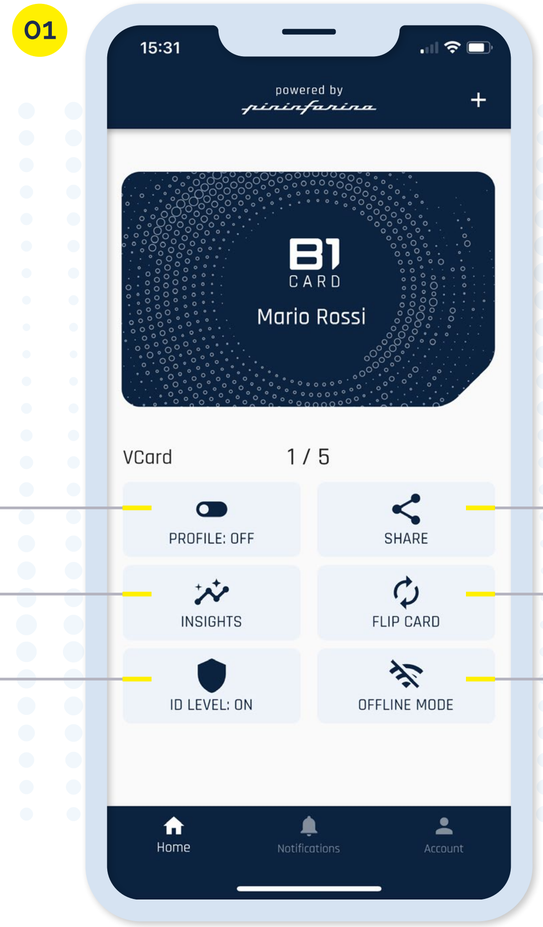


Notifications of your activities will be collected on this page. You will be notified when you receive a notification through clear visual information

Tap the **HOME** icon to access to the main screen of the app.

In this section you can manage your **ACCOUNT**: change password, login, logout, etc.

04 Home Page buttons



Profile activation button

Insights: card use report

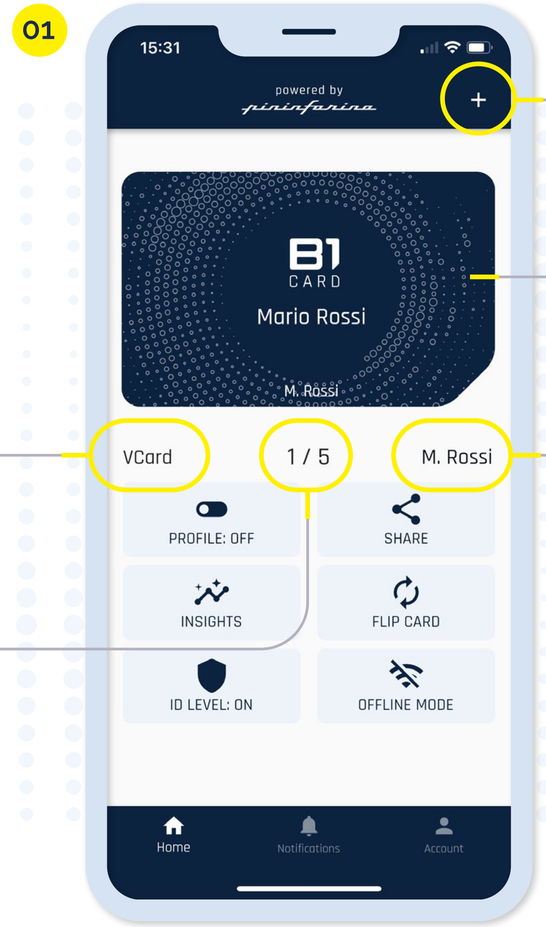
In VCard mode, this function allows you to choose the datas to share.

SHARE: you can share your profile using the most common/popular apps

FLIP CARD: you can flip/rotate the card to the opposite side showing the QR Code. Share your profile even in the absence of the physical card.

Activate the **OFFLINE MODE** function if your interlocutor is temporarily without an Internet connection. In this case a static QR Code will be generated that will allow your partner to store your data even if there is no connection.

05 Create a new profile



Create a new profile

Your card.
In case of more than one profile,
swipe left to view them

Type of profile currently displayed

Name of currently displayed profile

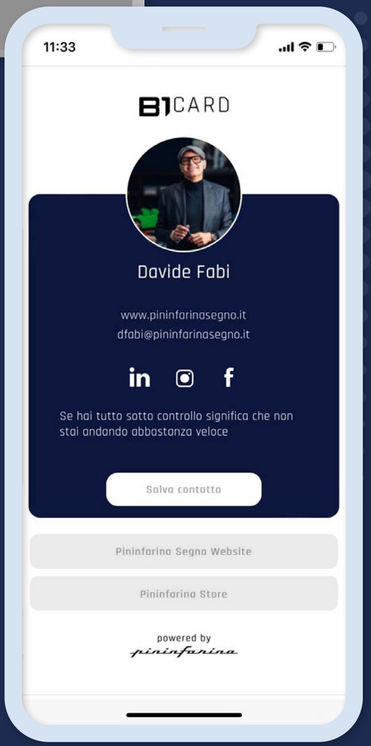
Number of stored profiles

06 Sharing Modes

Not only VCard, but several ways to share!

B1 is more than a business card.
In addition to your personal datas you can associate with a series of other contents such as in-depth links, presentations, and registration forms, making different interaction modes possible.





01



VCARD

Share your card contact directly in the address book.

02



LINKTREE

On a single page share your VCard, your social channels and your links.

03



LEAD GENERATION

Send forms to be filled in and collect contacts in a secure way (CSV format).

04



LINK

Upload online a portfolio, a pre-sentation or video and share everything with a link.

Scan the QR code with your camera to try the different functions!

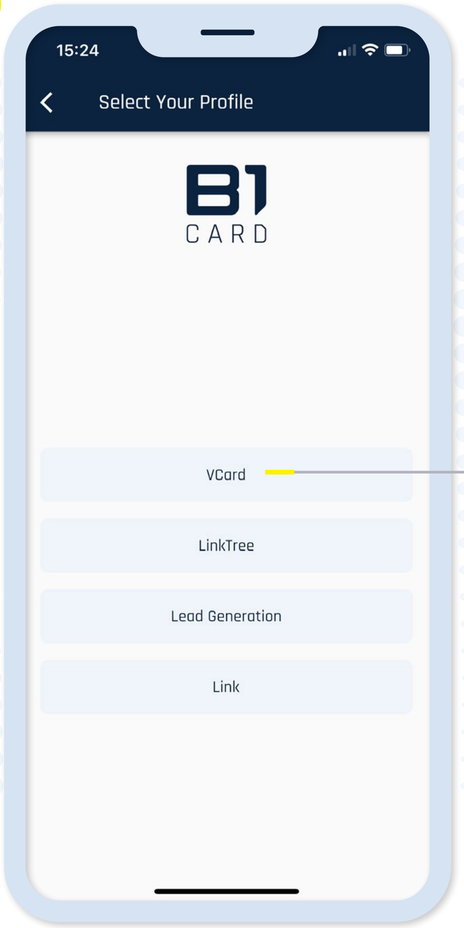
07 VCard

01



Select + to add a new profile

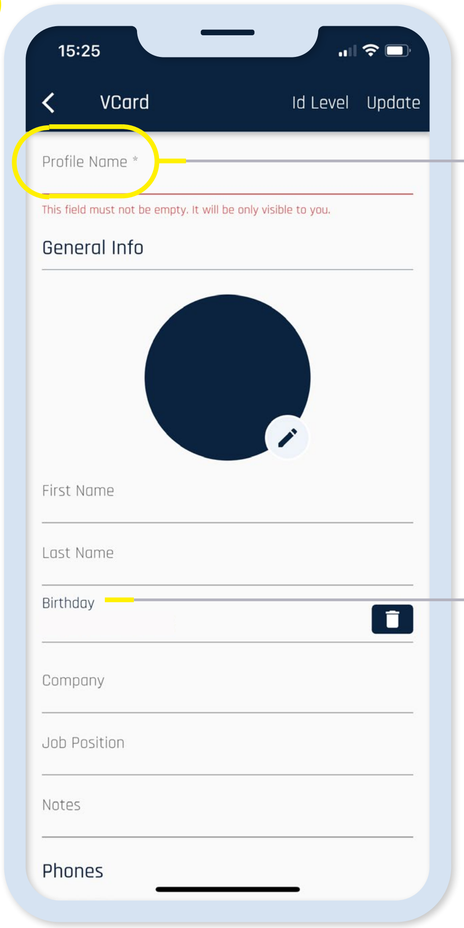
02



In this modality it's possible to share your contact directly into the phonebook of the interlocutor, by bringing the card close to the smartphone thanks to the NFC proximity technology or an advanced QR Code.

07 VCard

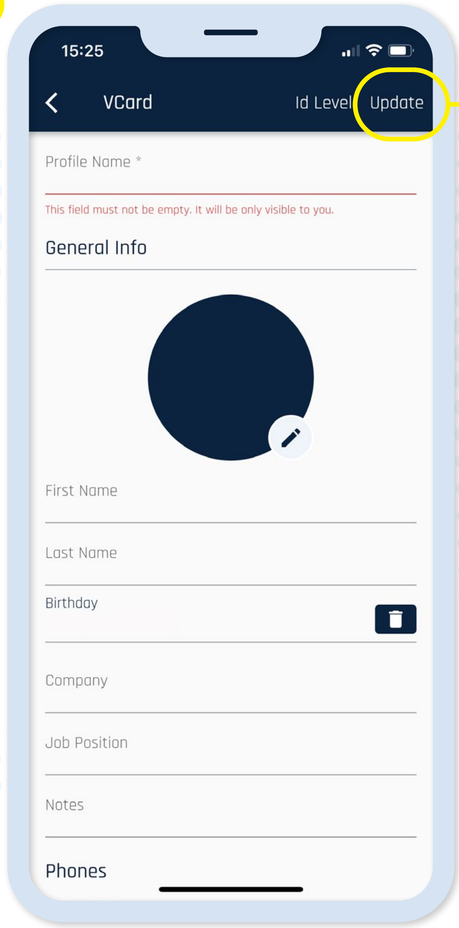
03



Assign a name to the profile.
Note: the profile name won't be visible to your interlocutor, but it'd be only useful for a rapid recognition of the profile itself.

Enter all desired data/information. You can enter your VAT number in one of the empty fields, i.e in the ADDRESSES section.

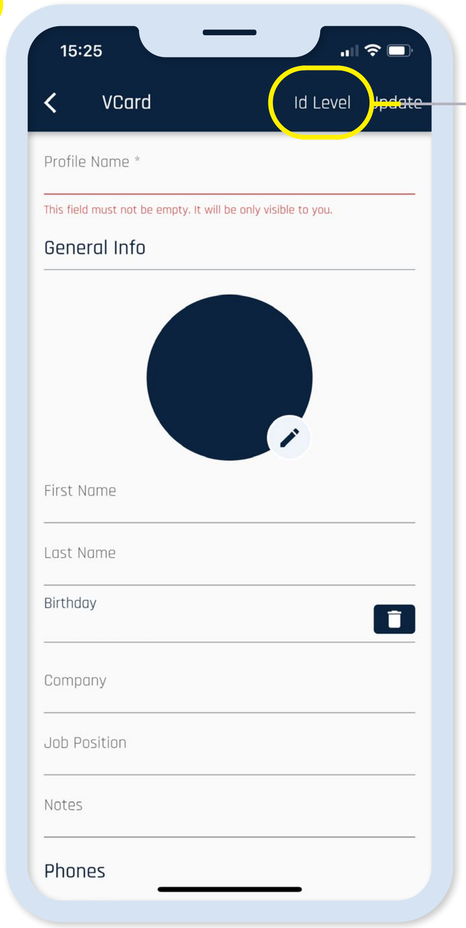
04



Save before closing the page.

07 VCard

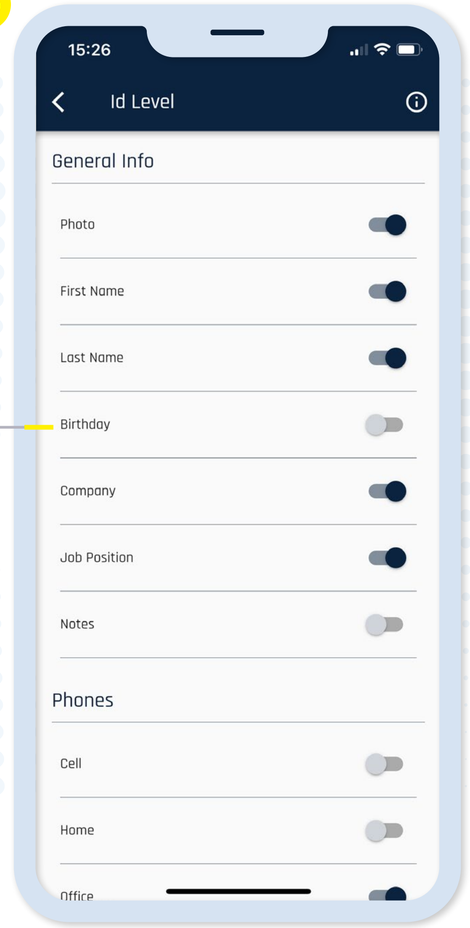
05



After saving the data in your profile, open the **ID LEVEL** section to set your sharing parameters.

In VCard mode, the **ID LEVEL function** allows you to decide which data to share with your partner. In this section, you can set the information to hide when the ID LEVEL function on the home page will be in ON mode. The fields you decide to switch off will be visible when the function is activated.

06

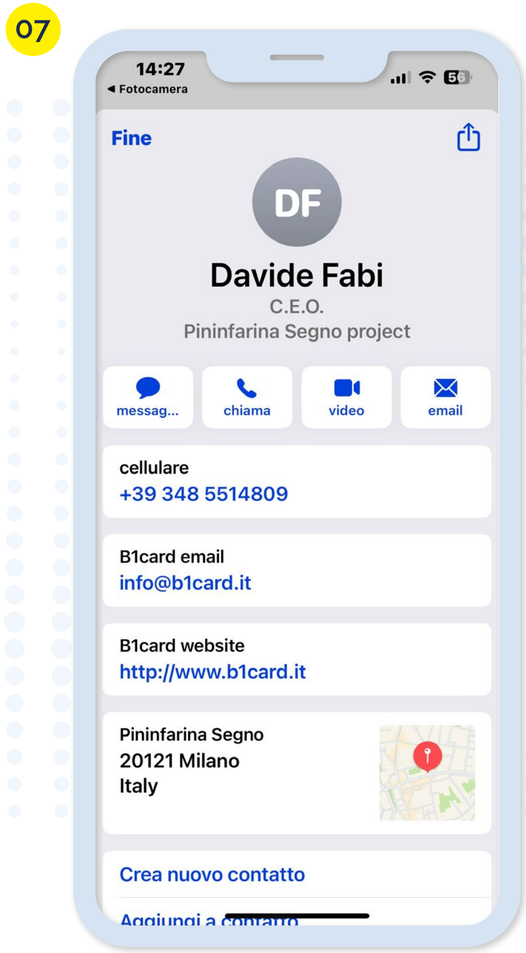




Once you have set your selection, you must **refresh** it before closing the page.

07 VCard

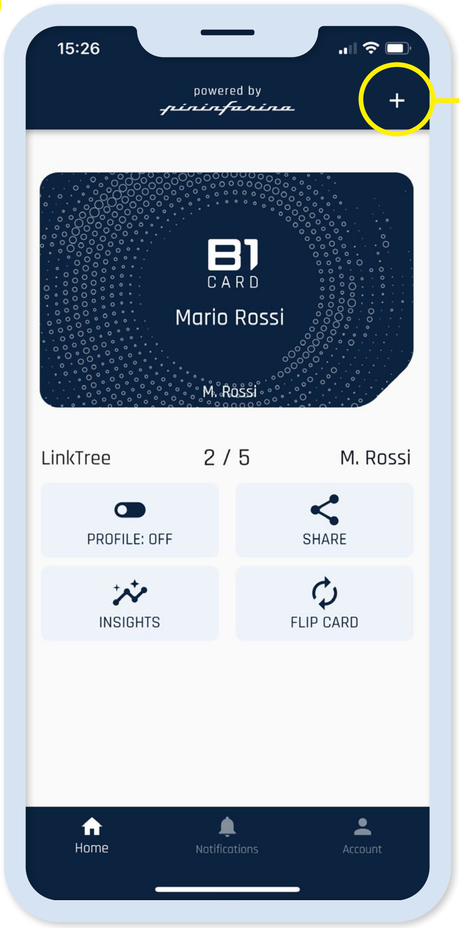
You can insert different VCard profiles by repeating the procedure from point **07 VCard / 01 (p. 13).**



This is the screen that will appear on your interlocutor's smartphone.

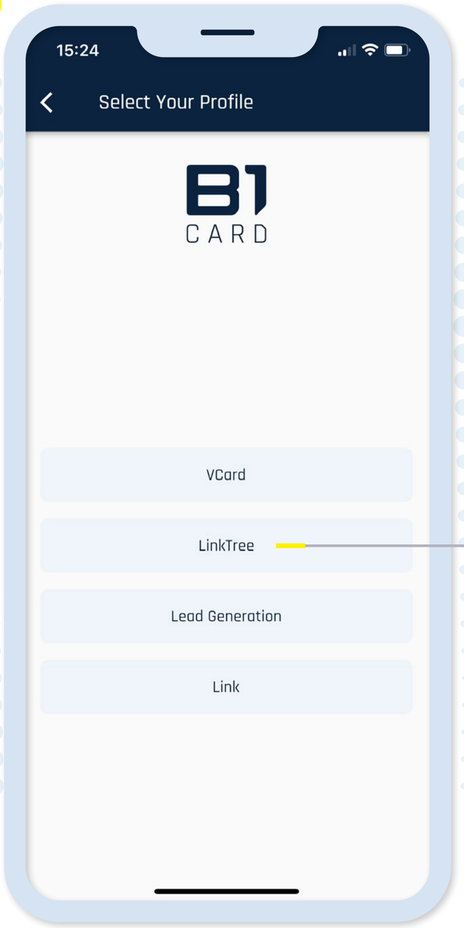
08 LinkTree

01



Select + to add a new profile

02

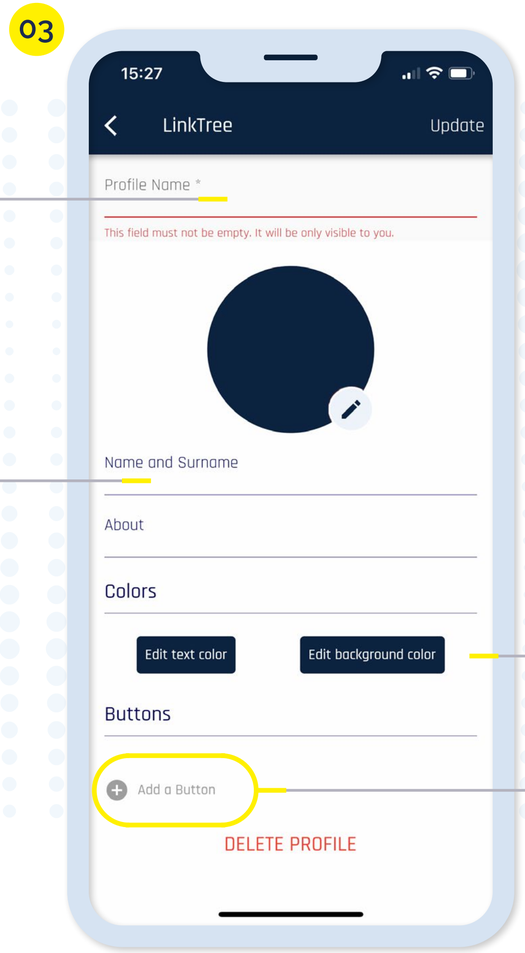


Using this functionality you can share a customized landing page with your contact details as well as links and social channels.

08 LinkTree

Assign a name to the profile.
Note: the profile name won't be visible to your interlocutor, but it'd be only useful for a rapid recognition of the profile itself.

Insert your name and surname.



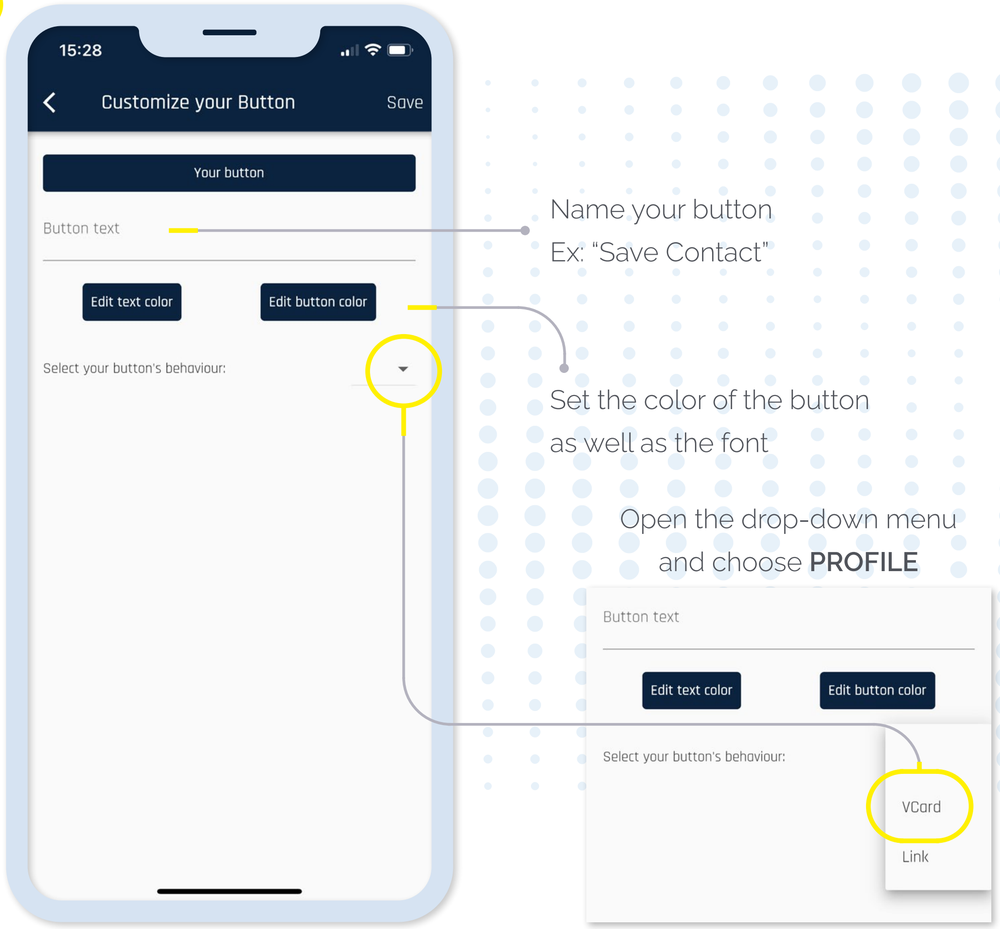
These buttons allow you to customize the background color of the page and change the color of the text.
NOTE: On light backgrounds, it's advisable to a dark text and conversely.

Through this section you will be able to add to your Landing page a VCard profile, as well as links to your social media or website.

08 LinkTree

Inserting VCard

04

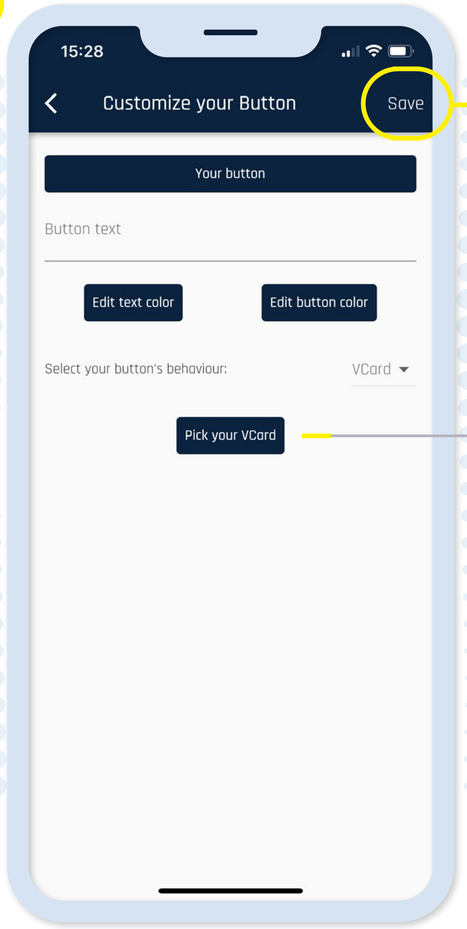


Name your button
Ex: “Save Contact”

Set the color of the button
as well as the font

Open the drop-down menu
and choose **PROFILE**

05

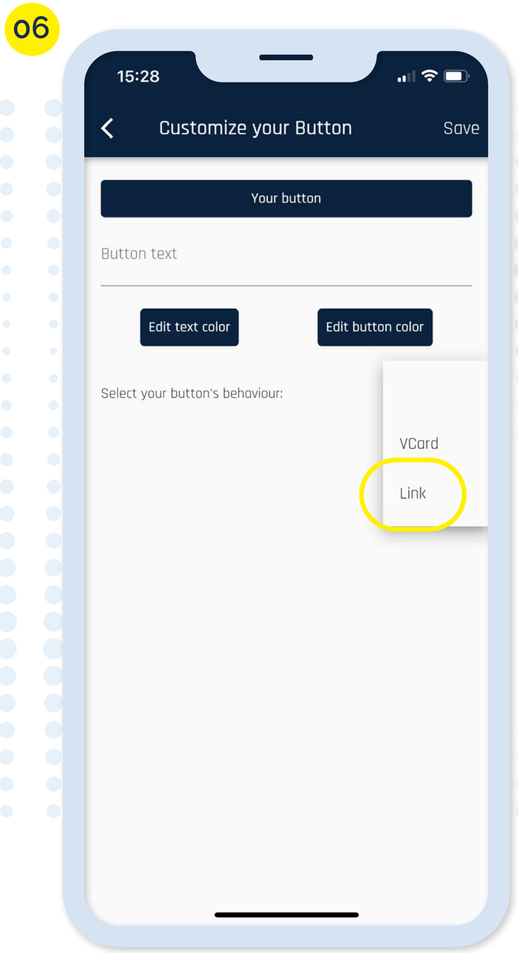


Select the VCard profile you want to
insert and **SAVE** in the upper right corner.

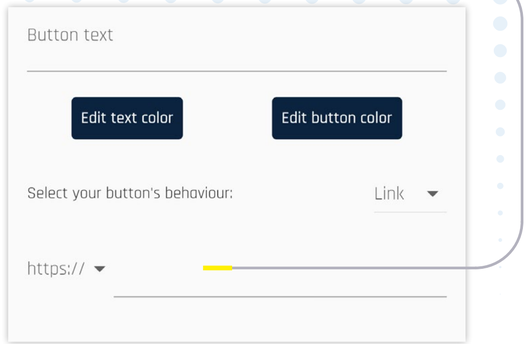
08 LinkTree

Inserting the link

If you want to insert the link to your social media, website or other, just repeat the process from step 04 but select Link.

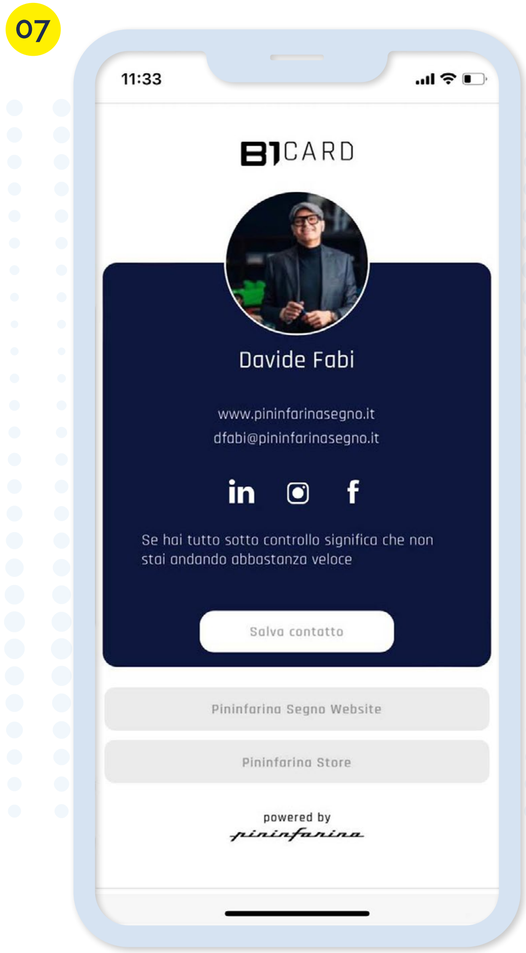


Once finished the process, push **SAVE** in the top right-hand corner.



08 LinkTree

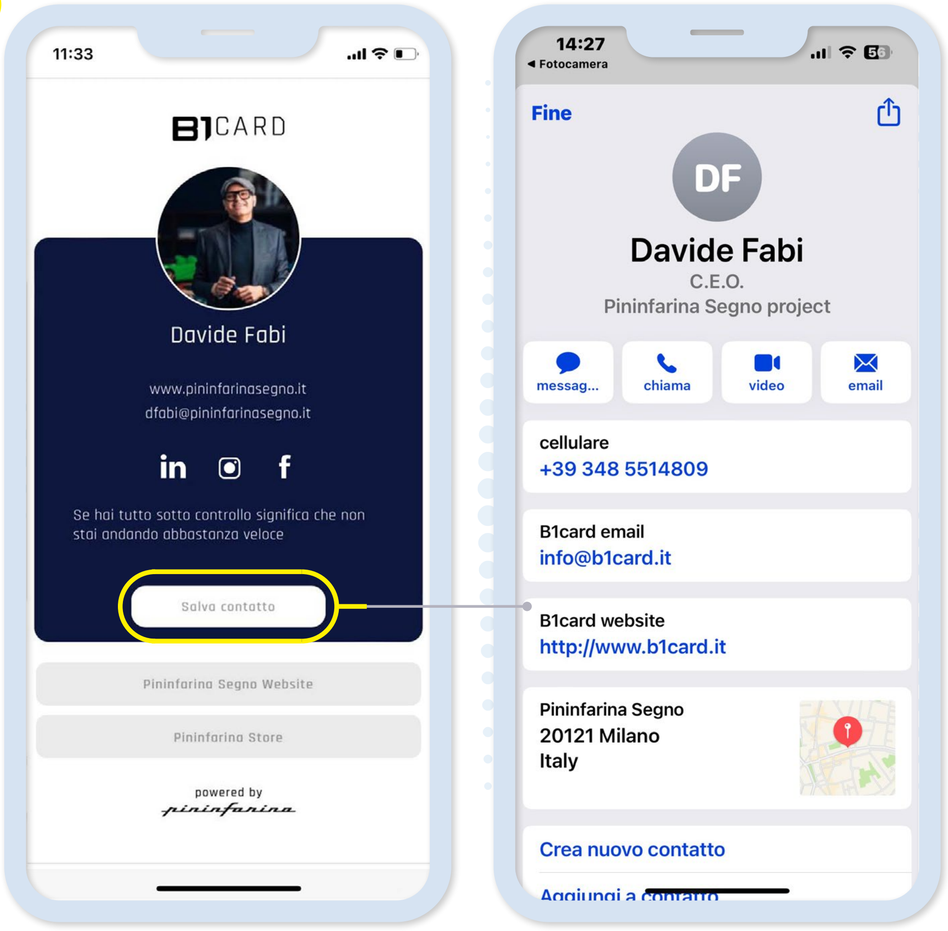
You can insert different Linktree profiles by repeating the procedure from point **08 LinkTree / 01 (page 17).**



08 LinkTree

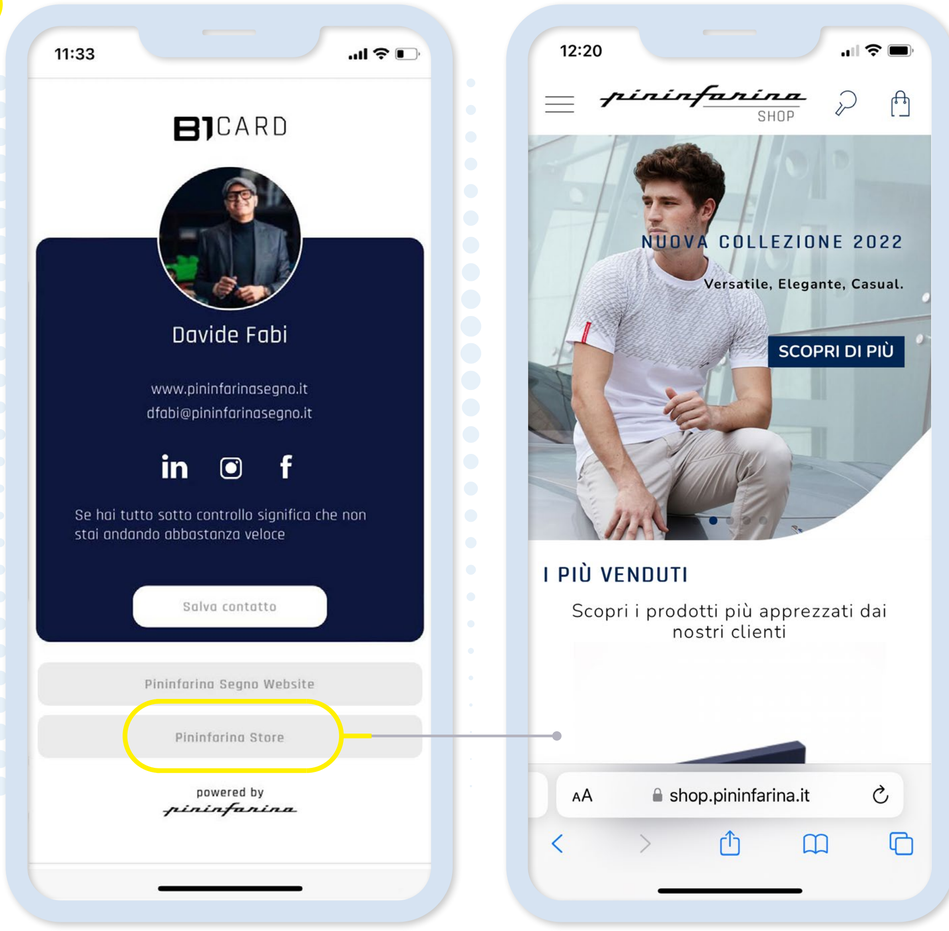
example pages

08



This is the screen that will appear when you click on the SAVE CONTACT button.

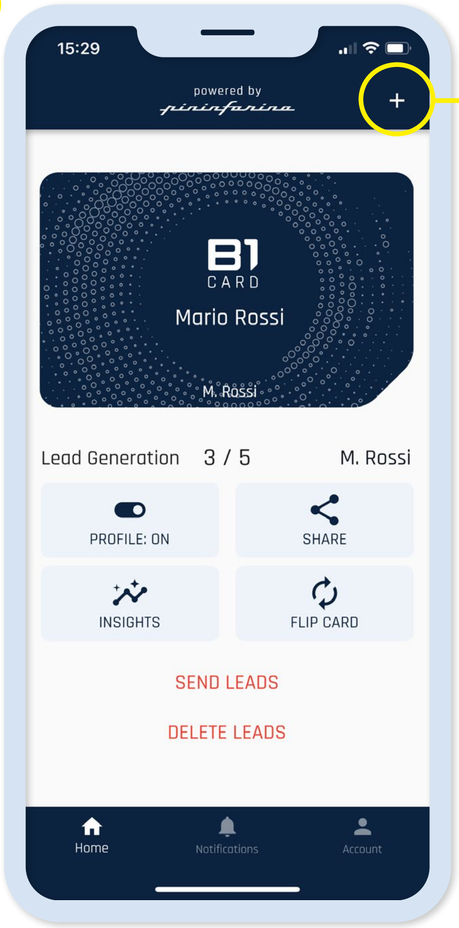
09



This is the screen that will appear when you click on the PININFARINA STORE button.

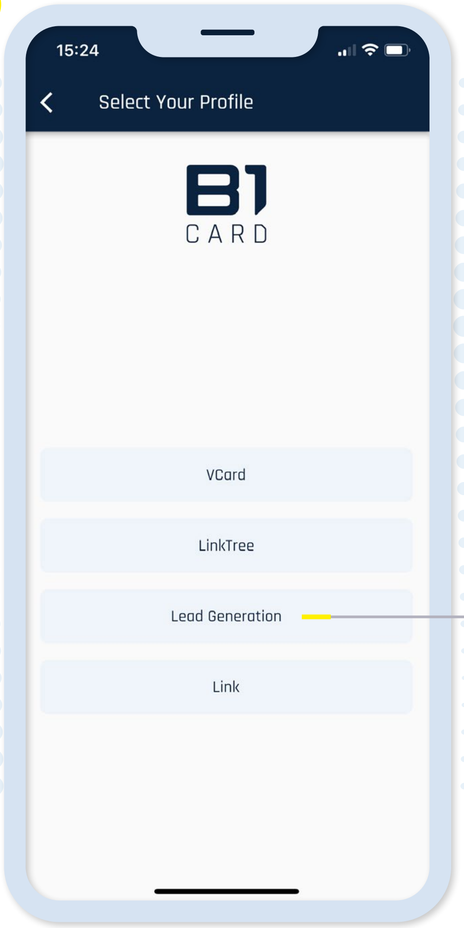
09 Lead Generation

01



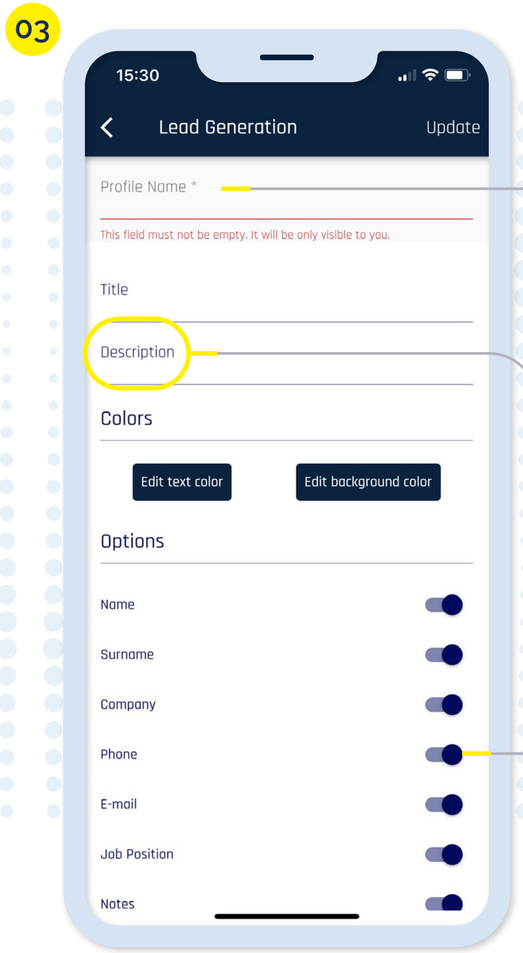
Select + to add a new profile

02



It allows you to send contact forms to be filled out directly into your interlocutor's phone, ensuring fast and secure contact collection.

09 Lead Generation



Assign a name to the profile.
Ex: Milan Fair Jan 2023
Note: the profile name won't be visible to your interlocutor, but it'd be only useful for a rapid recognition of the profile itself.

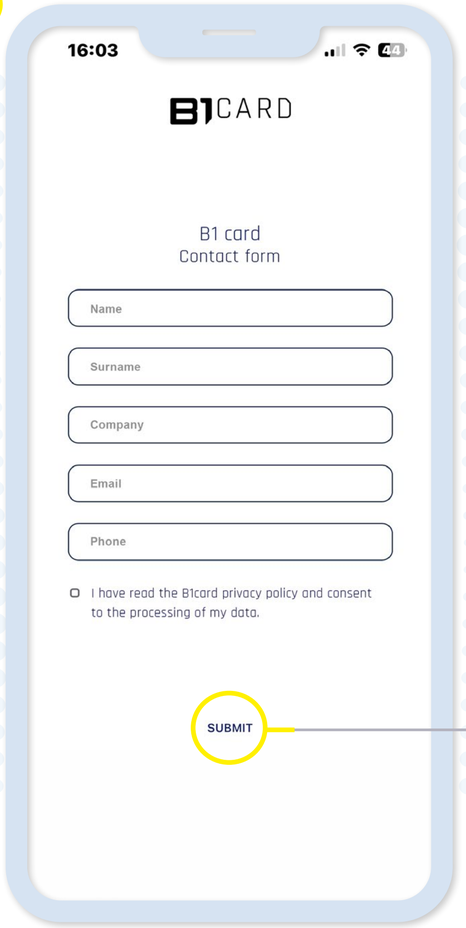
Enter the title and description of the contact form. **These data will be visible to your contact person during the sharing.**

Set the fields to be filled in by your partner.
Note: Fields that you decide to switch off will not be visible when sharing.

09 Lead Generation

You can enter different Lead Generation profiles by repeating the procedure from point **09 LEAD GENERATION / 01 (page 22).**

04



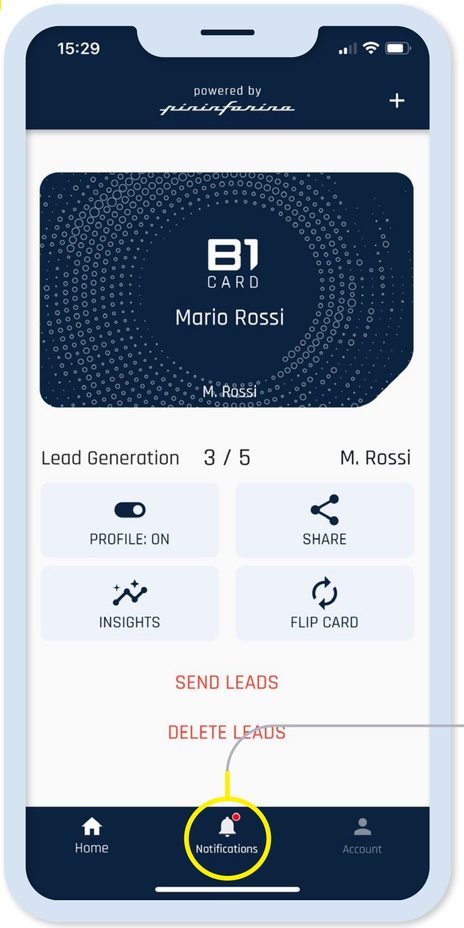
This is the screen that will appear on your interlocutor's smartphone.

Once your interlocutor has completed the fields and approved the processing of personal data, is required to press the **SUBMIT** button to save and transfer the data in **.CSV** format.

09 Lead Generation

Receive notification contact form

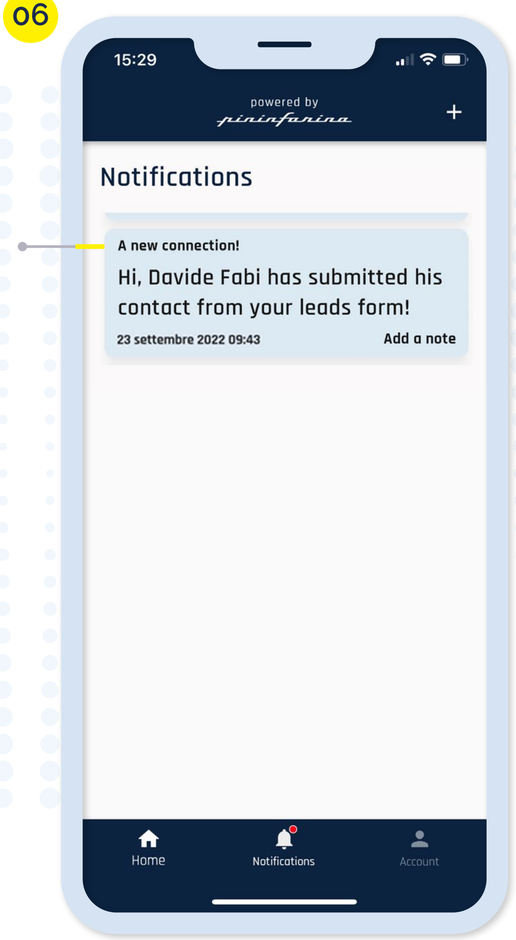
05

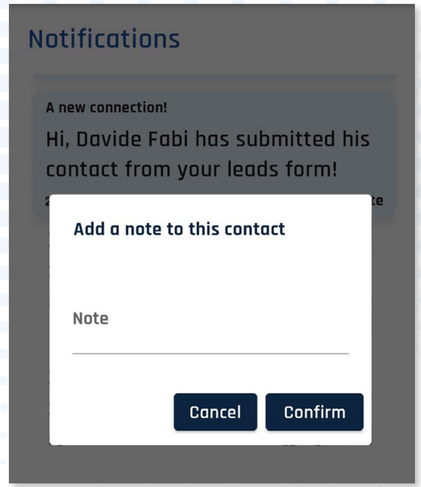


By entering the **notifications** section you can see who sent the contact. Tap on the notification to see the new contact.

The submission of the contact form will be immediately notified in the **NOTIFICATIONS** section; A red tick will appear on the icon.

06

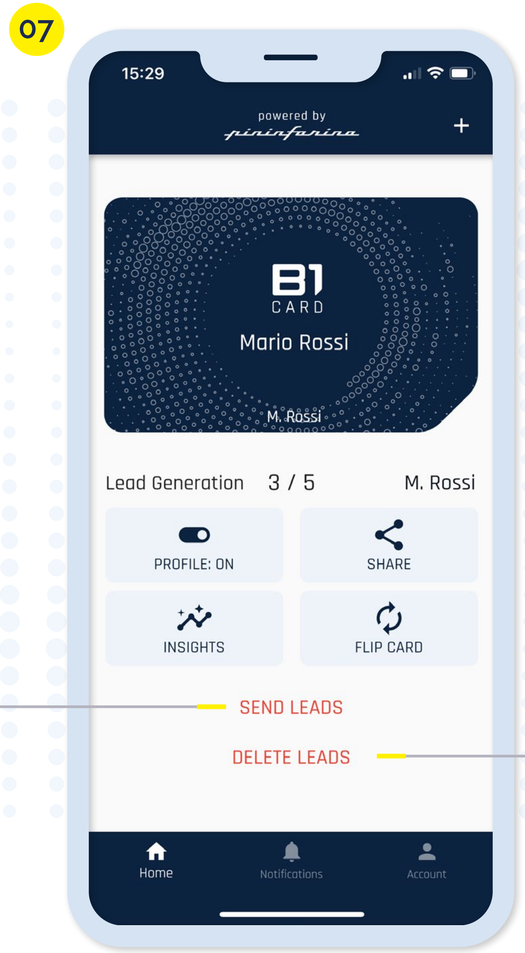




Go directly to the notification you are interested in, **to add a comment** on the contact received, you may find it useful later on to remember it.

09 Lead Generation

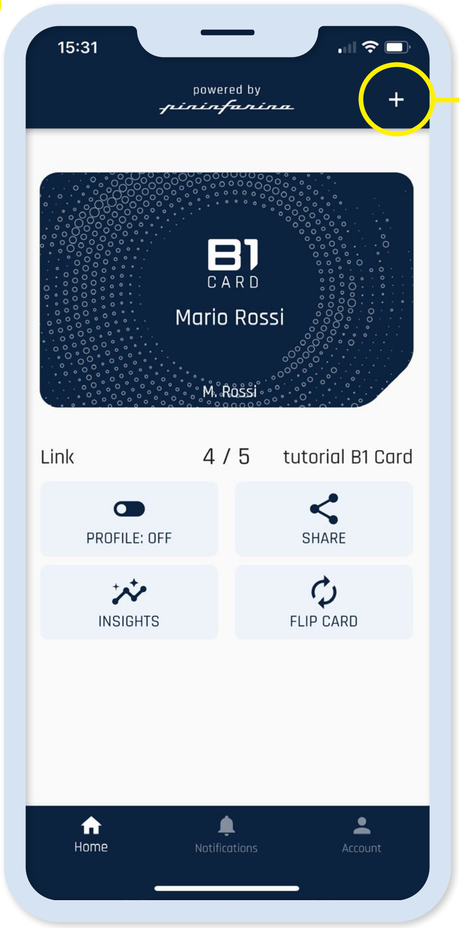
By entering into the Lead Generation profile, through the **SEND LEADS** button you will have the possibility of sending the CSV file containing all the leads collected, importing them directly into your CRM.



Once you have saved all the leads received, you can delete them through this special button.

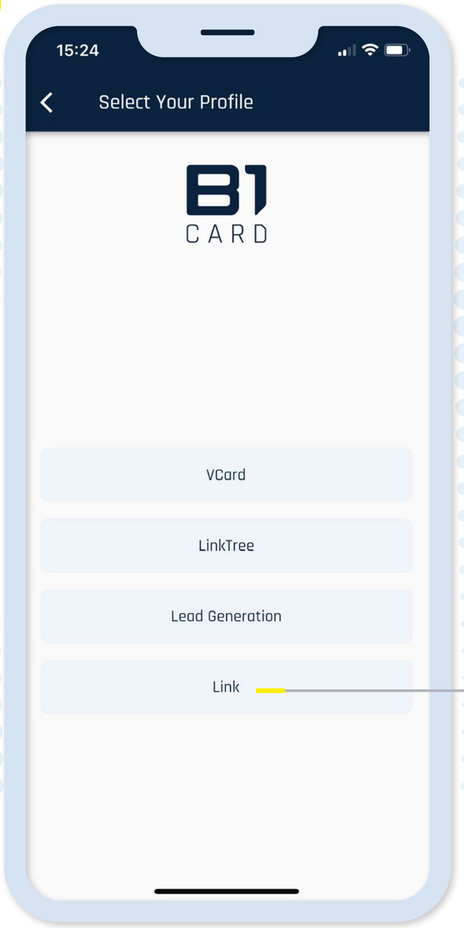
10 Link

01



Select + to add a new profile

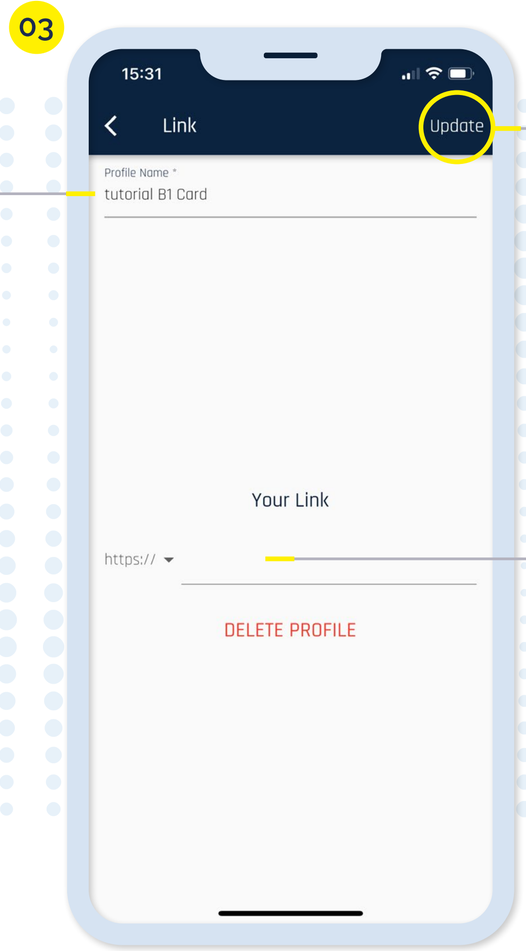
02



Upload your website, portfolio online, a presentation or a video to share everything with a simple tap.

10 Link

Assign a name to the profile.
Note: the profile name won't be visible to your interlocutor, but it'd be only useful for a rapid recognition of the profile itself.



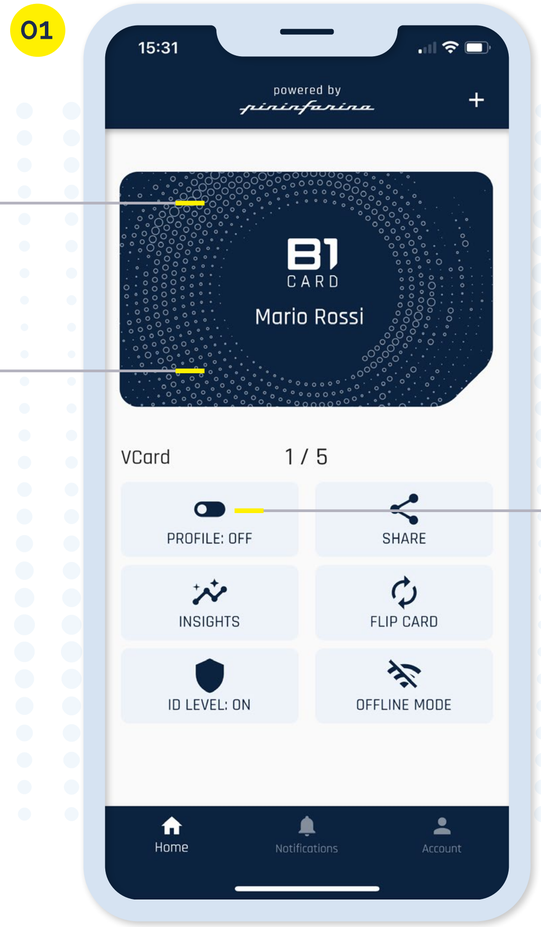
Once finished the process, push **SAVE** in the top right-hand corner.

Insert the link to your website, portfolio or any other content.

11 Configuration completed

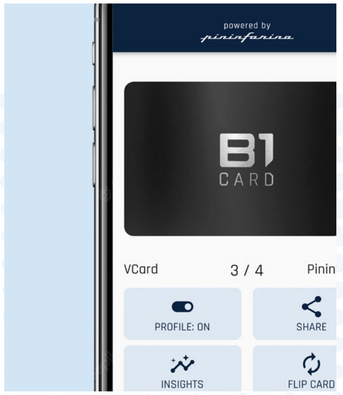
Once you have saved all the profiles you can select them directly on the home page by scrolling to the left.

Scrolling to the LEFT allows you to select the desired profile.



Select the desired profile on the home page and press the PROFILE button to activate its status (OFF to ON). From that moment your B1 will share the data of the active profile.




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B1
CARD
VCard
3 / 4
Pinin
PROFILE: ON
SHARE
INSIGHTS
FLIP CARD




B1
CARD


B1
CARD


B1





B1 CARD

Tutorial B1 CARD

V:002 - 200323

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Thank You!

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shop.pininfarina.it ↑

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