

?Yndica: the first physical E-Commerce Platform, Serving Consumers and SME's Alike

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YNDICA is an autonomous, physical e-commerce platform designed to serve today's on-demand world.

15 June 2016, London – In the world of retail and technology, Yndica developed a unique platform that caters to the demands of businesses as well as consumers. Yndica makes it possible for businesses to expose their unique products in the busiest locations of the city and gives them the ability to sell alongside the world's biggest retailers.

Yndica utilizes unmanned, physical pods to display selections of innovative products that are out on the market today. These pods are the bridge connecting SME's to their target consumers. The pods will be located in the busiest shopping locations and set up with the features needed to promote each and every product. The products promoted can range from fashion to tech, to home goods or gadgets, or anything else. The products selected to be featured on the pods have to meet a stringent criteria, to ensure that any product bought on the platform is of high quality.

The pods are powered by lithium ion batteries that are hidden inside the pod's base, and replaced weekly. The batteries power multiple screens inside the Pod as well different lighting systems for the products, and obviously CCTV and alarms.

Once sourced, products remain on display for 28 days, rotating across a different location every 7 days. This guarantees every product to tap wider audiences in different locations.

Yndica also provides a sales platform that's compatible with any Smartphone. Consumers just need to open the browser in their Smartphones or tablets and go to Yndica.com. Then tap on the camera button found on the home page. From there, all they need to do is take a photo of the product tag that's next to the product, and Yndica's software will do the rest. In under a second, on your display you'll have the product's information and images. Consumers can save the product or purchase it through PayPal. Yndica's web app allows any mobile device to go through the process in an instant.

All the pods feature Wi-Fi hotspot so all interested customers can access Yndica.com mobile's site even if reception on their phone is low.

Currently, this physical advertisement and e-commerce solution will be released in London, UK but Yndica aims to extend its unique service to other top cities in the USA, Europe, Middle East, Asia, and other key areas across the globe.

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Yndica

T. 07827465437

E. g.roberto@yndica.com

W. <https://yndica.com/>

Additional Contact(s):

shant@yndica.com katerina@yndica.com

Atrium Interchange,
Chalk farm road,
NW1 8AH

[View Online](#)

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