

# HERMES LAUNCHES UNIQUE TECHNOLOGY DESIGNED TO 'MAKE PARCELS PERSONAL'

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Hermes UK, the leading consumer delivery company, is introducing innovative technology aimed at bringing people together by enabling the sender of a parcel to connect with its recipient through a personal video message.

Hermes Play, which was created within Hermes' Innovation Lab, allows the sender to pre-record a personal message which is then uploaded via the Hermes Send app. A 2D barcode (similar to a QR code) is then created which is added to the parcel label. The parcel recipient is then invited to scan the code and watch the video message on their phone or tablet. The video uses augmented reality to bring the parcel to life so that the video plays on top of the parcel itself! All videos will be saved for 30 days and can be downloaded and shared on social media.

It will be available to anyone using the Hermes Send app (previously myHermes) later on in the year and is compatible with both Android and iPhone devices. It will then be rolled out to Hermes' retail customers who will be able to use it to further personalise their service, offer promotions or highlight areas of interest.

Martijn de Lange, CEO at Hermes UK, said: "At Hermes this year our mission is to make parcels personal again and our digital teams have been working hard to create new and exciting initiatives. Hermes Play is a fantastic service that can be used by consumers to send messages to family and friends or by businesses for a more commercially focussed approach. It's designed to create a personal connection and make the experience of sending and receiving a parcel just that little bit more special!"

For further information or photography please contact Lizzie Woolley, Weston Partnership, 07881 923 530  
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You can download the video here: <https://we.tl/t-rwVGzAM5Jw>

It's also available on Youtube here: [https://www.youtube.com/watch?v=qLK\\_OFw5Ffk](https://www.youtube.com/watch?v=qLK_OFw5Ffk)