

YOUR BEST ALLY
TO FIGHT
COUNTERFEITING



VIDITRUST
TRULY YOURS





2 TRILLION \$



A GLOBAL
ISSUE

DAMAGE

The damage due to counterfeiting to the global economy is an estimated 2 trillion \$.

No single industry is spared, even if the criminal energy is focused on a selection of industries.



company profile
VIDITRUST

MARKETS



FOOD & BEVERAGE

SAFE FOOD IS A QUESTION OF SURVIVAL!

The food and beverage industry are an easy target for counterfeiting due to the relative facility of producing fake products and the difficulty for the end-consumer to verify reliably authenticity and provenience.



AUTOMOTIVE & AERONAUTICS

BETTER BE SURE THAT ALL COMPONENTS ARE GENUINE!

Cars, buses and trucks are full of components which attract counterfeiters, because of the strong brands behind and the large volume production.

The small volume production of aeroplanes and satellite components is still interesting due to the high individual value.



FASHION & LUXURY

THIS COPY DOESN'T IMPRESS THE CUSTOMS & EXCISE AGENT

Fashion and luxury goods are the area of predilection of counterfeiters all over the world.

The strong brand appeal and the relative ease of copying these products ensure high illegal gains at little risk.



MARKETS



HEALTHCARE & MEDICAL EQUIPMENT

TRULY GENUINE MEDICINE IS THE SAFER CHOICE!

The criminal energy of counterfeiters isn't only focusing on large volume generic medicine with global markets, but increasingly also on high value low volume special treatment medicine for highly debilitating illnesses, replacing active components with placebo or even with life endangering chemicals.



DOCUMENTS & TICKETING

SURE YOUR DOCUMENT IS WORTH THE INK ON IT?

We are participating at thousands of cultural events all over the world, we are playing games to win some money and this is increasingly the field for fakers. In personal and professional life, we sign loads of documents which need improvement in their authentication.



TOBACCO & CIGARETTES

NO STEAM ROLL IS BIG ENOUGH AGAINST SMUGGLING!

Tobacco and cigarettes are an evergreen in counterfeiting and smuggling. As a state-organised trade with specific taxes, it is a permanent enticement to counterfeiting. On top of the missing gains for all stakeholders, including national states, there are risks linked to the lack of health and safety controls on counterfeited tobacco products.





WHAT WE DO

ViDiTrust have patented a visual recognition technology enabling the control of counterfeiting with simple and affordable means. With their technology, ViDiTrust want to make a significant contribution to fighting counterfeiting.

VISION

Keeping trust in commercial brands and transactions or in product performance and provenience are in-creasingly vital in a world of de-personalized business and is rapidly becoming a cornerstone of business sustainability.

MISSION

VIDiTrust are helping suppliers to guarantee trustworthiness, genuineness and performance of their products to customers who want to ascertain provenience and veracity in every day transactions with simple and highly reliable means.



A COST EFFECTIVE & EASILY DEPLOYABLE SOLUTION

ViDiTrust propose a technology, which can be deployed by all kind of clients at low cost, with no specific supplementary means and with a very high level of safety.



all kind of clients



low cost



high level of safety

TECHNOLOGY

VIDITRUST HAVE DISCOVERED PRINTING “FINGERPRINT”

ViDiTrust own international intellectual property rights on the peculiar fact, that every printed document bears a clearly distinct “fingerprint” linked to the specific equipment used to print a document, packaging or label.

The features of each printer are different at a definitely verifiable level.



company profile
VIDITRUST



VISeQR®

Packaging, labels or documents can be labeled with a marker supplied by ViDiTRust and called ViSeQR® with standard offset or serigraphic printing, respecting a validation process.

This simple marker made according to ViDiTrust safety protocol and used on labels, packaging or documents simply printed with offset or serigraphic technology is allowing easy authentication via a simple smartphone application, similar to QR-code readers.



FEATURES & BENEFITS



Easy to deploy via printing

Nearly all of what we are consuming is packaged and packed and printing labels, packages or stickers is a very easy way to deploy a counterfeiting technology.



Very high level of safety

The printing “fingerprint” discovered by ViDiTrust is a very powerful and efficient mean to trace back to the authorised right holder a product marked with ViDiTrust technology.



Visual warning effect

Like every warning sign, the immediate effect of a ViSeQR® marker on a protected product is a clear indication, that the provenience and the quality are supervised, creating an undeniable deterrent for the low level copiers.



Cost effective with no surprises

The printing of the ViSeQR® marker is made during the normal packaging or label printing process at no supplementary costs. A part of the volume linked fee for accessing the powerful database, there is no hidden fee.



Easy to control via smartphone

Smartphone penetration has reached capillary levels in the developed world and continue to grow. We are increasingly doing everything with our smartphone and being able to authenticate and trace & track goods with a smartphone is the only right solution.



Quickly implementable

You can buy stickers and labels to your format directly from ViDiTrust and start straight away. Or you implement the ViSeQR® marker into your packaging or labelling design and print it at your usual offset or serigraphic printer within the ViDiTrust safety protocol.



Allowing powerful geolocation

The inspection of the marker via smartphone allows tracking and tracing, as well as a powerful geolocation of the controlled goods and the buying customers. Supplementary information given to the customer during the inspection process is a powerful marketing tool as well.



Customizable to each industry

ViDiTrust can tailor solutions to adapt to each specific application and industry. Different marker formats, different market content and customised information and data management on the ViDiTrust server allow for full customization.



company profile

VIDITRUST

IMPLEMENTATION

MARKER CHOICE

ViSeQR® standard

All products of a series are labeled with the same ViSeQR® marking.



ViSeQR® serial

All products are labeled with the same ViSeQR® marking and completed with an incremental numbering of which the format can be chosen from simple incremental numbering to letter and number numbering.



3222-4188-3121-5427



7892-4188-3728-5427

ViSeQR® duo-serial

All products are labelled with the same ViSeQR® marking including an incremental numbering of which the format can be chosen from simple incremental numbering to letter and number numbering and which is repeated under the ViSeQR® marking to double the safety level.



3222-4188-3121-5427



7892-4188-3728-5427

DEPLOYMENT

Marker supply

ViDiTrust supplies a printable format of the chosen markers to be inserted into the design of labels or packaging.

Printing

The usual offset or serigraphic printer of the customer

realizes the labels or the packaging as usual, according to the simple safety protocol, collecting some prints during the process.

Archiving

From the prints made by the printer, ViDiTrust gets a very small quantity from the start, middle and end of the series, scans them for storage of the image onto the safe database.

INSPECTION

Scanning

The inspecting customer downloads the relevant application onto the smartphone, when reading the marker with a QRcode reader.

Verifying

The reading of the ViSeQR® marker generates a request to the central data base, where the “fingerprint” of the controlled marker is safely stored and verified.

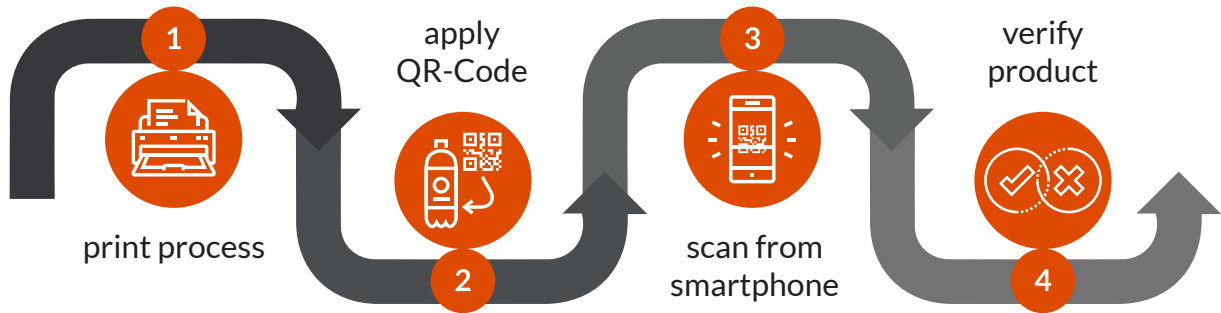
Reporting

The smartphone application reports the status of the controlled marker: fake or genuine, ensures geolocalization of the control and can generate further communication with the inspector.





WISEQR®



**REAL TIME STORAGE
IN THE CLOUD CAN DELIVER
DATA AND STATISTICS
CONSTANTLY UP-TO DATE**

**VERIFICATION CAN BE
DONE BY CUSTOMERS
AND INSPECTORS**





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