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# GUTENBERG'S LEGACY TO FIGHT COUNTERFEITERS

WHITE PAPER ABOUT A DARK INDUSTRY

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# PROGRESS IN FIGHTING COUNTERFEITING COMES FROM PRINTING

In 1439, Gutenberg was the first European to use the printing press and movable type in Europe. Printing the first bible with his invention, he was creating what we would call nowadays a major disruption and was starting a global cultural revolution of its kind. By rendering the written word accessible to the masses, Gutenberg created one of the fundamentals of modern society: the shared knowledge.

Steve Jobs, another genius understood late in the last century, that by bundling a certain number of technologies into one device – the smartphone - , the deep-rooted need for social communication could be fulfilled much better. With a penetration of over 75% in most of the developed world, smartphones are today a natural protuberance in the palm of our hands.

Since Johannes launched modern printing, typing has revolutionized many areas and printed documents are part of our lives like the air we breathe.

The recent upcoming of the digital representation of the written word is in turn revolutionizing many parts of our daily life, but despite of all the efforts to move completely from analogic to digital representation, printing is still a very present technology and will remain so for a very long time.

## **The reasons are manifold:**

- Printing can be done at a very low cost
- Printing has nowadays many different technologies at disposal, from serigraphy to offset via digital printing; a host of solutions are adaptable to many different specifications
- Printing is accessible to everybody, at the contrary to other technologies with a hardware or software content
- Printing can be deployed immediately without lengthy installation protocol and is available on a global scale with settled processes and guaranteed results quasi at the glimpse of an eye.



When it comes to the benefits of printing technology in relationship with the fight against counterfeiting or illegal trade, one of the major advantages of printing is, that most of the products we procure every day are packaged for logistics, protection or marketing reasons. All kinds of supports used in the packaging industry can be printed with a whole array of different printing technologies. And if direct print isn't considered for one or the other reason, labelling with printed stickers remains always a good choice.

And sometimes, even the combination of direct printing and successive labelling is creating interesting configurations.

So, using the ubiquity and ease of availability of printing as a mean to fight counterfeiting and illegal trade is just too obvious. In fact, a series of visual solutions are gaining constantly market share to the detriment of non-visual technologies, as the inspection process is hugely simplified, when using visual solutions. RFID tagging requiring a specific reader, or hidden markers requiring specific highlighting tools are quickly lagging, because of deployment difficulties and costs attached to it.

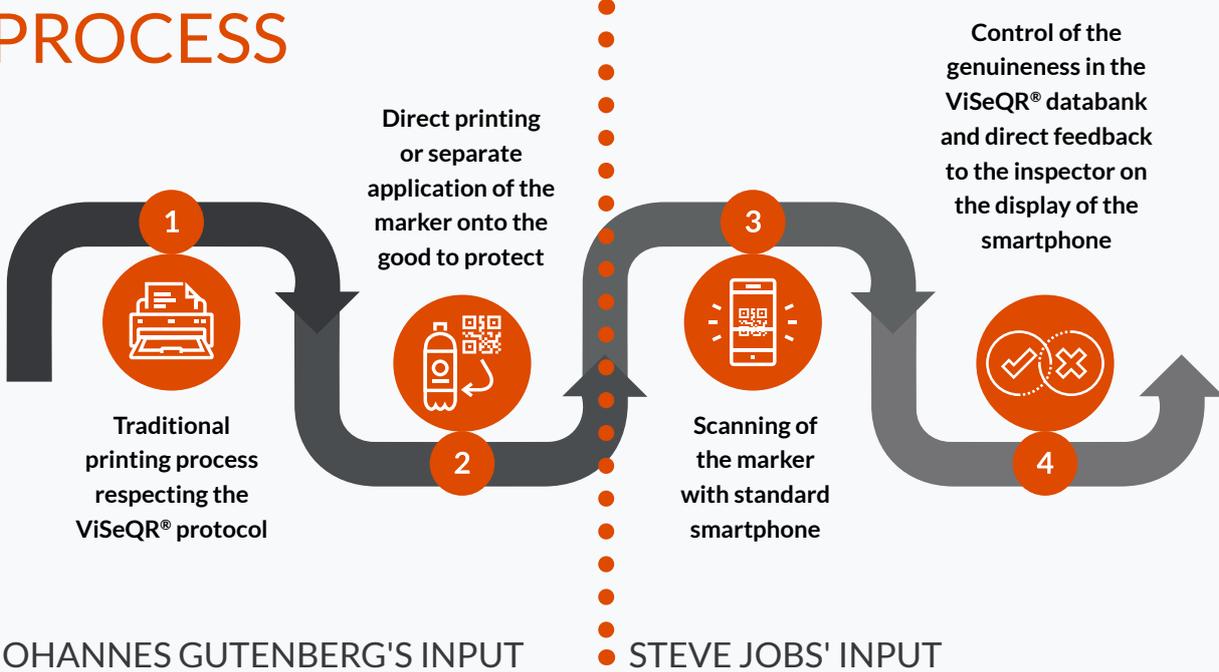
Printing safety codes, unique numbers, specific markers and many other more or less advanced and efficient solutions are now on offer at global level. The deployment of the currently available solutions unfortunately is sometimes cumbersome, very often limitative and with fluctuating results, in terms of the reached safety levels, but they have one thing in common: their low cost and a relative ease of deployment.

In that respect, the ViDiTrust technology stands out of the crowd, as it is the one and unique solution with the absolute potential to become the silver bullet of the anticounterfeiting efforts worldwide. The principal behind the intellectual property which protects the ViDiTrust technology is very simple: ViDiTrust have discovered the "fingerprint" in printing. 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 verifiable level.

Packaging, labels or documents can be labelled with a marker supplied by ViDiTrust and called ViSeQR® (pronounce ViSecure) with standard offset or seri-graphic printing, respecting a validation process. True or false markers can be identified with regular smartphones via a download-able application and allow immediate recognition of counterfeiting. This simple marker made according to ViDiTrust safety protocol can from then on easily be authenticated via a simple smartphone application, similar to QR-code readers.



# ViSeQR® SAFEGUARD PROCESS



So, when you bring Gutenberg’s legacy on printing and Steve Jobs legacy on affordable and powerful smartphones together, you achieve what is called nowadays a 2.0 solution. ViDiTrust has truly to be considered as the possible ubiquitous technology to fight counterfeiting and illegal trade and the derived ViSeQR® application is the “mother of all faker busters!”



**VIDITRUST**  
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## **CONTACTS**

ViDiTrust s.r.l.

Via Fontebranda, 69 int. 12  
53100 Siena, ITALY

P.IVA 01294430523

tel. +39 0577 45945

fax +39 0577 0945334

[info@viditrust.eu](mailto:info@viditrust.eu)