

SMART CUSTOMER EXPERIENCE  
WITH  
AUTHENTIC PRODUCTS

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**VIDITRUST**  
TRULY YOURS



## DAMAGE

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

No single industry is spared even though criminal intent is focused on a select group of industries.



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# MARKETS



## FOOD & BEVERAGE

### SAFE FOOD IS A QUESTION OF SURVIVAL!

The food and beverage industry is an easy target for counterfeiting due to the relative ease of producing fake products and the difficulty for the end-consumer to verify authenticity and provenance before consumption.



## AUTOMOTIVE & AERONAUTICS

### BETTER BE SURE THAT ALL COMPONENTS ARE GENUINE!

Automobiles, buses and trucks are constructed of components which attract counterfeiters. This is due to the large production volumes of established, global brands. In contrast the small production volume of aeroplanes and satellite parts is also appealing to counterfeiters due to the use of high cost components.



## FASHION & LUXURY

### THIS COPY DOESN'T IMPRESS THE CUSTOMS & EXCISE AGENT

Fashion and luxury goods are a preferred target for counterfeiters all over the world. Strong brand appeal and the relative ease of copying these products ensures 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 focused on large volume generic medicine with global markets, but increasingly on high value low volume special treatment medicine for highly debilitating illnesses. Active components are replaced with a placebo or in selected cases with life endangering chemicals.



## DOCUMENTS & TICKETING

### ARE YOU SURE YOUR DOCUMENT IS WORTH THE PAPER IT IS PRINTED ON?

As individuals we participate in thousands of cultural events all over the world. Some of us are even playing games to win money. Both areas have been ripe for fakers. In our personal as well as our professional life we sign many documents which are in dire need of improvement to validate their authenticity.



## TOBACCO & CIGARETTES

### NO STEAM ROLLER IS BIG ENOUGH AGAINST SMUGGLING!

Tobacco and cigarettes are a constant in the underworld of counterfeiting and smuggling. The tobacco industry is a Government regulated trade with specific taxes. From the beginning it has been attractive to counterfeiting rings. On top of missed profits for all stakeholders, including national Governments, there are risks linked to the lack of health and safety controls on fake tobacco products.



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## WHAT WE DO

ViDiTrust has patented a visual recognition technology based on Artificial Intelligence. This technology enables the control of counterfeiting with simple and affordable means.

ViDiTrust can also be readily integrated into an IOTA/Blockchain ledger.

ViDiTrust is intent on making a significant contribution to thwart counterfeiting.

## VISION

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

## MISSION

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



## A COST EFFECTIVE & EASILY DEPLOYABLE SOLUTION

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



all kind of clients



low cost



high level of safety

## TECHNOLOGY

### VIDITRUST HAS DISCOVERED A PRINTING “FINGERPRINT”

ViDiTrust owns the international intellectual property rights on a specific fact: that every printed document bears a clearly distinct “fingerprint” linked to the specific equipment used in printing a document, the packaging, or the label. The features of each printer are different at a very specific and verifiable level.



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## VISeQR®

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

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

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# FEATURES & BENEFITS



## Easy to deploy via printing

Nearly all of what we consume is packaged and labeled. Package labels or single item markers are a very easy way to deploy an anti-counterfeiting technology.



## Very high level of safety

The printing 'fingerprint' discovered by ViDiTrust is a powerful and effective tool which enables the end user, or intermediaries, to identify the authorised manufacturer of a product marked with ViDiTrust technology.



## Visual warning effect

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



## Cost effective with no surprises

The ViSeQR<sup>®</sup> marker is printed during the normal packaging or label printing process, and apart from the volume linked fee there are no other costs.



## Control via smartphone

Smartphone penetration has reached capillary levels in the developed world and continues to grow. We are increasingly doing everything with our smartphone. Being able to authenticate, trace and track goods with a smartphone is the logical and most effective solution to date.



## Quickly implementable

You can purchase stickers and labels for your format directly from ViDiTrust and immediately begin to protect your products. Concurrently you can integrate the ViSeQR<sup>®</sup> marker into your packaging or labelling design and print the markers on your usual offset or serigraphic printer within the ViDiTrust safety protocol.



## Powerful geolocalization

The inspection of the marker via smartphone allows tracking and tracing, as well as a powerful geolocalization of the inspected goods and of the potential customer. The supplementary information given to the customer during his or her inspection process is also a powerful marketing tool in the sales process.



## Customizable to each industry

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



## Track-and-trace add-on

Reading the optional numbering feature during the authentication process increases the protection level and allows global track-and-trace for safety, logistics and marketing analysis.



## Digital signage on board

Through customization of the landing page, ViSeQR<sup>®</sup> allows for a direct customer interface during the inspection, sharing with the inspector all kinds of information (text, video, audio) for security, information or marketing on point-of-sales, as well as for after-sales purposes.



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# IMPLEMENTATION

## MARKER CHOICE

### ViSeQR® standard

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



### ViSeQR® serial

All products are labelled with the same ViSeQR® marking which includes an incremental numbering system. The format can be a simple incremental numbering to a compound letter and number numbering.



3222-4188-3121-5427



7892-4188-3728-5427

### ViSeQR® duo-serial

All products are labelled with the same ViSeQR® marking which includes an incremental numbering system. The format can be a simple incremental numbering to a compound letter and number numbering. This labelling is repeated under the ViSeQR® marking to double the safety level.



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## DEPLOYMENT

### Marker supply

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

### Printing

The customer's offset or serigraphic printer is used

to print the labels and/or the packaging as usual, according to a simple safety protocol, which includes putting aside, for future reference, a select number of prints printed during the process.

### Archiving

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

## INSPECTION

### Scanning

The customer who wishes to inspect the product downloads ViSeQR® app onto their smartphone and then reads the marker.

### Verifying

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

### Reporting

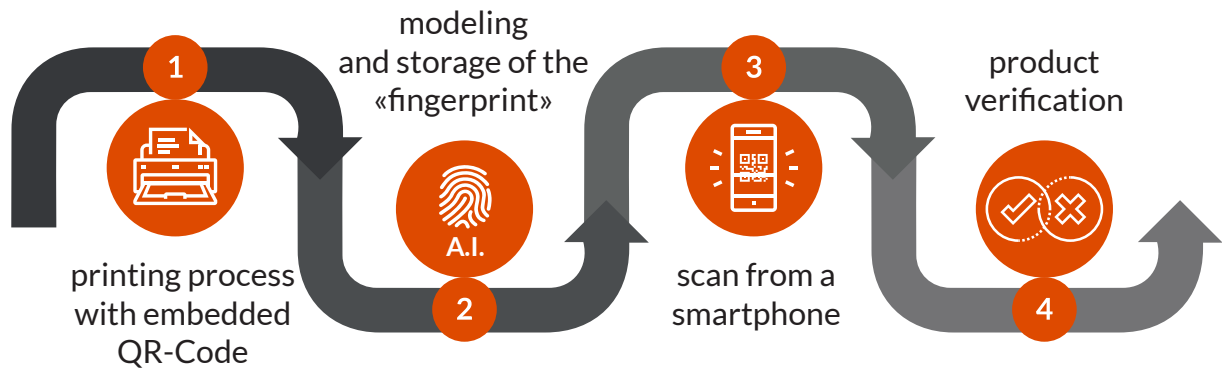
The smartphone application reports the status of the controlled marker: fake or genuine, ascertains geolocalization of the control and can generate further communication with the inspector.





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# VISEQR®



**REAL TIME STORAGE  
IN THE CLOUD CAN DELIVER  
CONTINUOUSLY UPDATED  
DATA AND STATISTICS**

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



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T R U L Y   Y O U R S

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