

SPOT THE AUTHENTIC

Take a look at the labels below – can you spot the difference? Although they seem identical, one of them is fake and the other one authentic. Become an authentication expert with the CheckifReal app and scan both labels – you'll get clear results within seconds!

Our tag is so unique, even we can't replicate it:



GENUINE

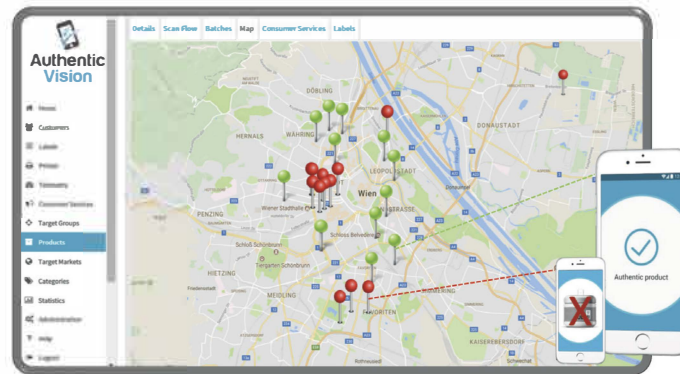


FAKE

ABOUT AUTHENTIC VISION

“We make the world a safer place with a simple scan. Our Holographic Fingerprint™ makes products smarter and copy proof. We protect brands and revenues whilst connecting brands with their user base.”

Forgery prevention by accurate location information



Authentic
Vision

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Authentic
Vision

THE MOST INNOVATIVE BRAND PROTECTION AND CONSUMER ENGAGEMENT SOLUTION



PROTECT ENGAGE INSPIRE

SECURE TAGGING

Holographic Fingerprint™ Technology



Patented Holographic Fingerprint

Secure your products with our Holographic Fingerprint™ tag, so unique even we can't replicate it. Use any smartphone to authenticate products in seconds without dedicated training or hardware.



Tamper Evident

Our technology enables automated verification. Any tampering attempt will be automatically detected by the smartphone.



Visibility

Our tag is clearly visible and encourages customers to verify the authenticity of any product.

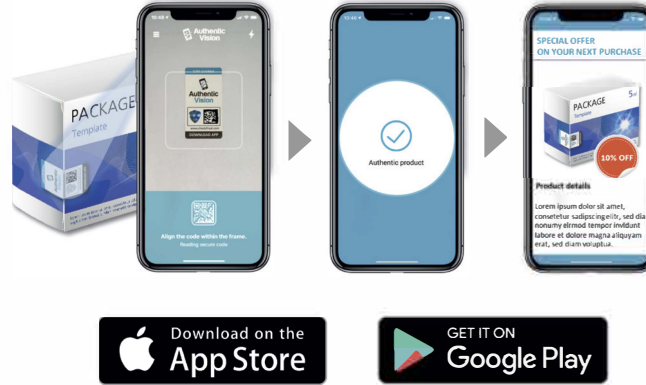


Easy to Integrate

Our tag is small and customizable. We are able to integrate it into existing packaging, labels and closures or even directly apply it to products.

SIMPLE SCAN

Authenticate & Engage



Instant Authentication

Automated smartphone authentication reads the Holographic Fingerprint™ in real-time. It provides clear results within the split of a second preventing misinterpretation.



Ease of Use

Any smartphone available can be used to authenticate. There's no need for additional training or special equipment.



Consumer Engagement

Change the digital content that is shown after a scan with a simple click! Activate 1-to-1 Push Messages and get live feedback on your promotion campaign with every single scan.



Customized App-Brand-Experience

Consumers may either use our Check if Real App or a fully branded white-label version. You can also integrate into your existing app using our SDK.

SMART SERVICES

Business Intelligence Portal



Anti-Fraud

- Fake Scans & Attempts
- Grey Market Analytics

Scan Data

- Real-time Market Intelligence
- Real-time Channel Control

Marketing

- Push Campaigns
- Dynamic Content



Location Services – Track your Products

Monitor every single product via our web platform. This enables you to trace them around the globe.



Real-Time Fraud Alerts

Detect faking attempts in real-time or utilize gray market analytics to make sure your goods reach their target market.



Real-Time Scan Data

Receive genuine data from real users only and control your channels via authentic market intelligence.