

CAN YOUR CUSTOMERS TELL THE DIFFERENCE?



TODAY counterfeiters flood the market with sophisticated fakes that erode market share and customer confidence

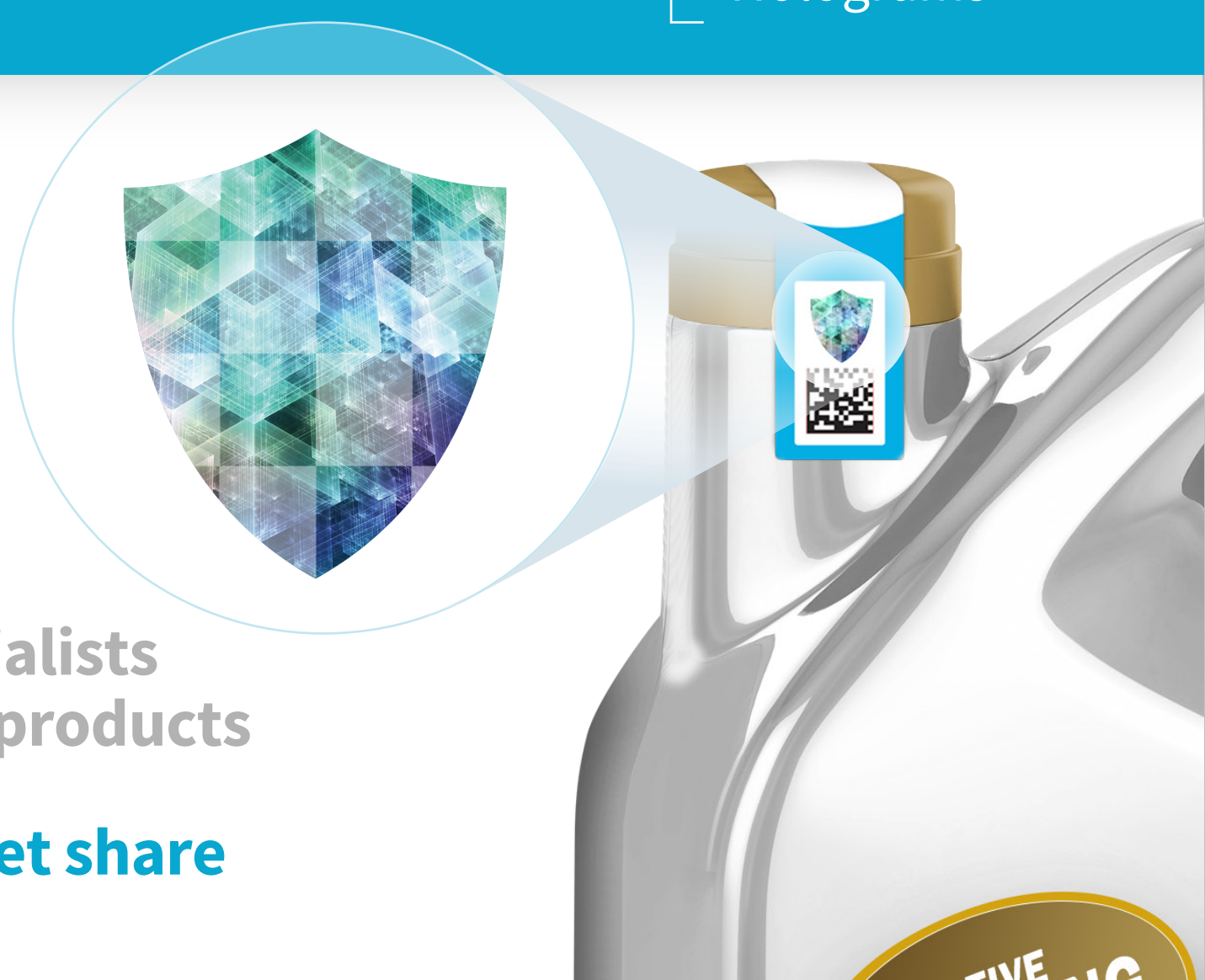


Some authentication approaches are easily **COPIED** and offer limited protection

- QR codes
- Bar codes
- Serial numbers
- Micro prints
- Holograms

Solutions from AUTHENTIC VISION

help consumers and specialists identify authentic products and brand owners protect their market share

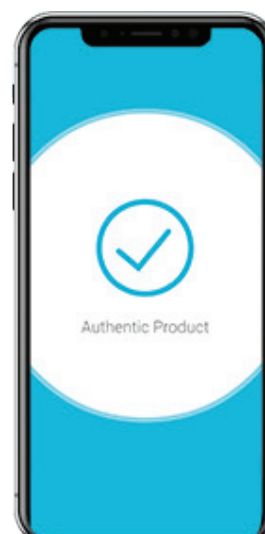


AUTHENTICATION IN ACTION

SCAN PRODUCT
with a simple smartphone app

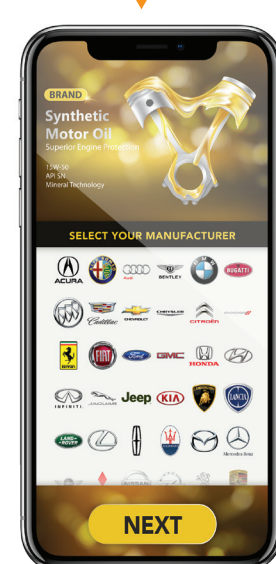


UNIQUE HOLOGRAPHIC FINGERPRINT TECHNOLOGY
So unique, even we can't reproduce it



INSTANT AUTHENTICATION
with any smartphone identifies authentic or fake products in seconds

- CUSTOMER ENGAGEMENT**
- Learn about your products
 - Inspire consumers with your brand
 - Create engaging experiences



SMART INSIGHTS

- BUYER BEHAVIOR**
- Geolocation
 - Real time customer data
 - Supports targeted consumer engagement

- COUNTERFEIT ACTIVITY**
- Geolocation
 - Real time fraud alerts
 - Focusing law enforcement resources

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STEPS TO SUCCESS



SCOPING



- Identify:**
- Problems
 - Pain points
 - Processes

- We think like counterfeiters (to keep you ahead of the game)
- We apply our expertise to your needs



BUILD STRONG STRATEGIES



FRICTIONLESS INTEGRATION



- Adapt our solution to your process
- Deliver peerless results

- Consumer engagement
- Scan incentives
- Exciting consumer experiences



INSPIRE YOUR CUSTOMERS



SUCCESS ANALYSIS



- Develop data points
- Analyze
- Build knowledge set
- Iterate and improve