

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
Trademarks
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



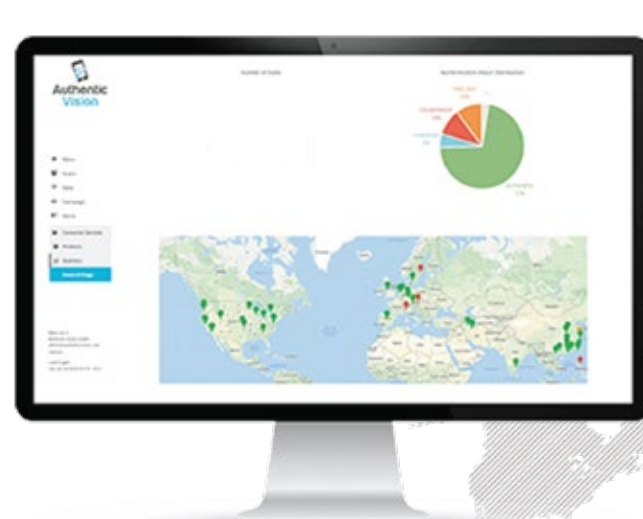
**UNIQUE
HOLOGRAPHIC
FINGERPRINT
TECHNOLOGY**
So unique, even we
can't reproduce it



**INSTANT
AUTHENTICATION**
with any smartphone
identifies authentic
products in seconds

**CUSTOMER
ENGAGEMENT**

- Learn about your products
- inspire consumers with your brand
- Create engaging experiences



SMART INSIGHTS

BUYER BEHAVIOR

- Geolocation
- Real time data
- Consumer engagement

COUNTERFEIT ACTIVITY

- Geolocation
- Real time fraud alerts
- Focusing law enforcement resources

5

STEPS TO SUCCESS

ANALYSIS

1

- Identify:**
- Problems
 - Pain points
 - Process

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

2

**BUILD STRONG
STRATEGIES**

**FRictionless
INTEGRATION**

3

- Adopt solution to process
- Deliver peerless results

- Consumer engagement
- Scan incentives
- Satisfying customer experiences

4

**INSPIRE YOUR
CUSTOMERS**

**SUCCESS
ANALYSIS**

5

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