

Signoptic acquired by Arjowiggins

Purchase expected to strengthen brand protection options

Arjowiggins, the security papermaker, has recently acquired Signoptic an established French supplier of surface feature type authentication (SFA) systems.

Signoptic is one of a few authentication technology suppliers that are able to deliver material biometrics – a method of capturing and storing unique signatures at a nano-level from materials such as paper, plastic and metal. Such signatures are unique at a nano-level and can be enrolled on a database for comparison and authentication.

Arjo has been linked to a new authentication system being deployed by the Canadian Mint that will enrol all new \$1 and \$2 coins in an attempt to identify counterfeits accurately. The Royal Mint in the UK has publically stated a number of times over the last few years that counterfeit £1 coins are causing concern with between 3% and 4% population of the circulation affected.

Since speed of enrolment of the SFA signature is a significant aspect in deciding on which system to adopt, the Canadian Mint's choice of Signoptic indicates that the technology is now capable of keeping pace with the minting process.

Nano surface encoding and analysis is one of the few options that available to protect coinage and identify counterfeit attack.

It is anticipated that this acquisition will significantly strengthen the range of security solutions in Arjo's brand protection tool box. Herlé Carn, director of the Company's brand protection unit is quoted in the French press as stating in 2012 they expect to double their turnover.

www.security.arjowiggins.com

Inspection system gets a million eyes

On-product database delivers authentication and secure track and trace

Six Degrees Counterfeit Prevention, LLC. (6DCP) has now expanded its powerful 2D anti-counterfeit encryption technology into a wider range of industries: pharmaceutical, fashion, banking, identification, legal, precious gems, entertainment, and luxury goods can all benefit from the secure coding technology. (see *original report in Product & Image Security No79 – May/June 2011*)

Applied to products in any data capacitor (2D barcode, REID, etc.), the impenetrable non-mathematical encryption also has substantial marketing potential, unparalleled capabilities in grey market detection, and the ability to track and trace individual items through the supply chain. Furthermore, with all of the data securely encrypted into the data capacitor, 6DCP's technology is the world's first micro database-less technology.

The World Customs Organisation estimates the cost of counterfeiting to industry will reach \$1.5 trillion by 2015, impacting on virtually every industry from pharmaceuticals to precious gems. "Unlike serial numbers and other encryption methods which can be cracked and reproduced, this stronger-than-military-grade encryption is impervious to mathematical pattern analysis (cracking) and brute force attack, thus providing one of the best counterfeit protection on the market". Says Eddie Cohen, CEO at 6 Degrees.

The encryption is capable of securing real data (otherwise stored in a database) into an RFID tag, a 2D barcode or both. Items can be marked at both the pallet and individual level and applied either overtly or covertly to a variety of products such as lenses, semi conductors, pharmaceutical blisters, ID cards, documents, food

and beverages, and high end fashion.

Anyone with a camera-equipped mobile device can participate in the verification process, a term 6DCP calls 'a million eyes inspector.' This means that consumers, law enforcement, corporate investigators and others can immediately identify a genuine product from a fake one. In essence, each item has a digital 'fingerprint,' that can be monitored internally. Real time metrics provide clients with accurate measuring tools to gauge illegal activity, keep track of products as they are scanned, and market directly to the consumer.

In addition to being a game-changer in anti-counterfeiting, 6DCP's technology has outstanding capacities in the marketing realm and could be a significant asset to manufacturers as well. So much information can be encrypted that brands can use cutting-edge marketing methods to connect with consumers. From their mobile devices, consumers can scan the 2D barcodes to link to social networks, go to the company website, see videos, and more.

On the client side, once a consumer scans a barcode, clients know where and when a consumer has authenticated a product, making it possible to redefine marketing strategy based on the information they receive. And since all of the data is embedded into the barcode (manufactured date, model #, serial #, production line, expiration date, destination code, etc.), no remote database is required, creating potential savings for brands in hardware, security and investigative costs.

www.6dcp.com

