UniSecure™

Are you protecting your brand and securing your supply chain with the most efficient authentication technology?

Internationalization, outsourcing, e-tailing and the expansion of international trade zones have created complexities throughout the supply chain and product life cycle. This has led to a rapid escalation in global counterfeiting issues, threatening consumer health and safety like never before.

The ability to uniquely identify and authenticate products is the only avenue for brands to mitigate these risks and drive value through product protection.

Counterfeiters are becoming increasingly sophisticated allowing them to easily defeat current anti-counterfeiting technologies. Systech UniSecure™ is a proven, non-additive authentication solution. It derives a unique signature, therefore it cannot be reengineered.

SOLUTION

Product authentication and brand protection technology

BENEFITS

Universal, Derivative, Non-Additive
Leverages Existing Marks
No Modifications to Packaging
Instant Authentication Results
No Known Means to Circumvent
Fast and Easy to Implement
Controlled and Extended Reach
No Special Training Needed
Consumer Insights
Brand Protection
Consumer Safety and Engagement
Supply Chain Security

FEATURES

Authenticate Existing Barcodes
Mobile App for Authentication
Embeddable Authentication via SDK

Distribution Centers
Custom Agents
Resellers
Investigators
Investigators
End Users
End Users
Investigators
Resellers
Investigators

UniSecure provides authentication to each stakeholder throughout the full product life cycle.

What is UniSecure?

UniSecure is a universal, world-class brand and product protection solution that derives a unique identification signature from an existing print mark or data carrier, such as a barcode. The signature is then stored in the cloud for future authentication using a mobile app.
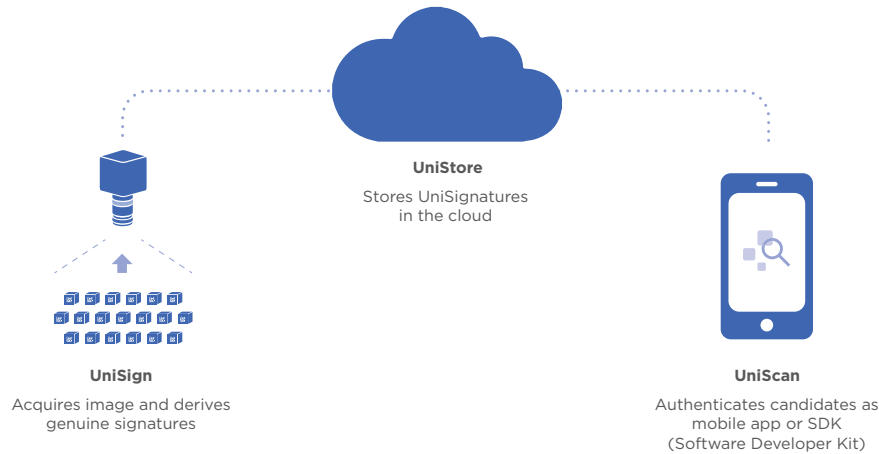
How UniSecure Works

Printing is dynamic whereby environmental and other input factors combine to produce small-scale variations or "noise" in printed marks. These microscopic variations are both random, unique and at a scale beyond the controllable resolution of printers – meaning they cannot be intentionally recreated.

UniSecure takes advantage of these microscopic variations by detecting specific measurable patterns and harnesses them to generate an inherent, covert security feature from existing print marks.

Different from all other anti-counterfeit solutions

UniStore
Stores UniSignatures
in the cloud

UniSign
Acquires image and derives
genuine signatures

UniScan
Authenticates candidates as
mobile app or SDK
(Software Developer Kit)

Acquisition

Leveraging the existing packaging processes, Systech UniSign™ acquires the image of the print mark or data carrier. Once acquired, a unique Systech identifier known as a UniSignature™ is derived.

Storage

The UniSignature is stored in Systech UniStore™, a secure cloud-based platform.

Authentication

Using the Systech UniScan™ mobile app or SDK, the image is captured and cross referenced against the original UniSignature. The authentication results are returned and the item is immediately verified as authentic or suspect.

Effective and Economical

UniSecure delivers immediate and robust authentication at a fraction of the cost of alternative solutions. The additive nature of most product authentication solutions require the reengineering of processes and the introduction of expensive proprietary materials. UniSecure leverages existing packaging infrastructures and therefore does not require modifications to current production lines or business process reengineering.

Simple and Scalable

Unlike other methods of covert product authentication, UniSecure verifies without the need for proprietary readers. By authenticating through an app available for your existing mobile device, UniSecure facilitates scalable verification anytime, anywhere. Brands have flexible control over who has access to authentication. This access can be extended to specific external parties within the supply chain – government officials, customs agents, resellers and even end consumers.

[PARTNER LOGO]

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