

[SIGNOPTIC & SAFE (SIGNOPTIC AUTHENTICATION FOR EVERYONE)/ARJO SOLUTIONS]

TITLE	Arjo extends its fingerprint technology to consumers
COMPANY / ORGANIZATION	
KEYWORDS	Fingerprint, counterfeit protection, authenticity, consumer engagement
INDUSTRY AREA(S) AFFECTED	<p>Point of purchase – Retail</p> <p>Supply-chain monitoring</p> <p>Counterfeit prevention</p>
ISSUE ADDRESSED	Typical counterfeit prevention solutions can be easy to clone or manipulate – due to its widespread use or merely because of insufficient security features. In order to guard against the loss of brand identity, companies must stay on the lookout for new and advanced security solutions that are difficult to compromise yet simple to use.
SOLUTION	<p>Signoptic is a verification technology developed by Arjo Solutions. It currently protects many major brands against counterfeiting and parallel markets by generating a digital identity from a product’s material, allowing for verification of authenticity and traceability. The technology is based on a vision system that enables a product’s texture and its non-reproducible elements to be converted into a unique digital signature using a proprietary algorithm.</p>  <p>To bring this technology to consumers Arjo Solutions has developed SAFE – an application that enables the use of Signoptic technology on a smartphone without the need for additional accessories or dedicated readers. This is will allow consumers to verify the authenticity of a product on their own.</p> <p>Additionally, SAFE can be used by brands for customer engagement – such as delivery of product information, promotions, traceability, etc. – similar to many other NFC-enabled packaging on the market today.</p>
EXPECTED BENEFITS	<p>Advanced authentication technology, easy to use for consumers:</p> <p>Signoptic is an advanced counterfeit prevention solution that uses a products non-reproducible elements to generate a unique ID, making it difficult for counterfeiters to manipulate or reproduce. While the technology behind it is complex, its use remains accessible to consumers through Arjo Solution’s SAFE application, requiring only a smart phone to read the Signoptic ID information.</p> <p>Additionally, the consumer engagement features provided by the marketing platform integrated into SAFE gives brands an outreach tool that also doubles up as security against counterfeiting.</p>
CASE LINK	<p>AIPIA, <i>'Fingerprint' Technology now Available Through Smartphones</i></p> <p>http://www.aipia.info/news--Fingerprint-Technology-now-Available-Through-Smartphones-656.php</p>

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