

# KeySecure Online Authentication and Tracing System

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NIST Product Authentication  
Information Management Workshop  
February 17-18, 2009

## Objectives of a Brand Protection Programme



**Is this product genuine?**

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Objectives of a Brand Protection Programme



**Has this product been opened?**

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Objectives of a Brand Protection Programme

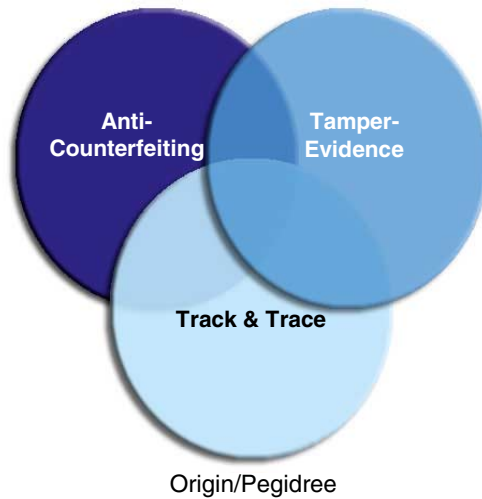


**Where does this product come from?**

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## Schreiner ProSecure Mission

Authenticity



Integrity

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## Logistics Seal – „Best Practice“ in Brand Protection

- Effective anti-counterfeiting protection needs:
  - flexible combination of overt, covert and forensic security features
  - extremely high technical hurdles for counterfeiters
  - individual adaptation of marking requirements
  - efficient integration into logistics labels / name plates etc.



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## KeySecure Tracing System



### The objective

Authentication & clear identification of product identity, provenance or other properties = Tracing

### The solution

Each product gets an individual code and thereby becomes unique:

15 digit alphanumeric code,

e.g. 5hy64 qel5w 1k4tf



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## Logistics Seal - „Best Practice“ in Brand Protection

- Example: KeySecure Code on Logistics seal



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## KeySecure Tracing-System: Functionality

- code contains a highly encrypted reference to provenance, property, article number or destination... (to be defined by brand owner)
- each user (inspector, customer etc.) can authenticate a product on the Internet using: PC, mobile phone, PDA etc.
- webpage provides an alert message, should the code be invalid or queried more often than specified
- logfile-analyses enable early warning – system and allow regional analyses of queries
- platform allows further customer relationship programs



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## KeySecure: simple to install!

### The Code...

- can be applied to product, primary or secondary packaging via security label
- can be represented in readable text, barcode/ datamatrix code or RFID-tag



### The authentication website...

- fits seamlessly into your brand-internet platform
- integrates simply as a „plug-and-play“ system
- processed by a highly secure server infrastructure

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## Your Partner in Product and Brand Protection

- **Schreiner ProSecure solutions in product and brand protection are customized to meet your needs:**
  - Counterfeits / copies / grey market / overrun production / manipulation
  - Loss of turnover / product liability risk / devaluation of brand-image
- **Schreiner ProSecure solutions offer added value with regard to process integration and optional upgrades/extensions.**
- **Schreiner Group knows your industry and is experienced in worldwide logistics.**
- **We will offer you a cost-effective solution to protect your profits.**

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## Schreiner Group: Specialists Working Together

### Detailed questions? Your direct contact:

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