

CONQUERING COUNTERFEIT CABLING

Tellurium Q

Tellurium Q® cables are unique in the hi-fi industry. Their cables are designed to greatly reduce the smearing of frequencies through a timing shift, resulting in superior clarity and transparency.

After nine years, Tellurium Q cables are exported to 37 countries and have secured a place at the top of the market. The accolades include ten “product of the year” awards, as well as the prestigious Queen’s Award for Enterprise.

With this level of product and success, Tellurium Q is fortunate to have never suffered from counterfeiting. But they aren’t going to take that risk. They are proactive in all aspects of the business, including counterfeiting.

A Growing Problem

Counterfeiting is not a new problem, but it’s an increasingly prevalent one. Like iPhones and Chanel bags, cables are easy to visually imitate — and counterfeiters are taking advantage.

Constructed from lower quality materials, counterfeit cables damage systems in multiple ways, including risk of fire, poor performance, and exposure to toxins.

Many unauthorized dealers and internet websites, including eBay, sell counterfeit and fake...cables and headphones. [These] may contain harmful amounts of lead, cadmium and other substances.

—THE COUNTERFEIT REPORT

With Authentic
Vision, Tellurium Q
customers can be
confident in the
authenticity of
their purchases —
with a simple scan.

Counterfeit cables
can contain many
hidden problems.



AUTHENTIC



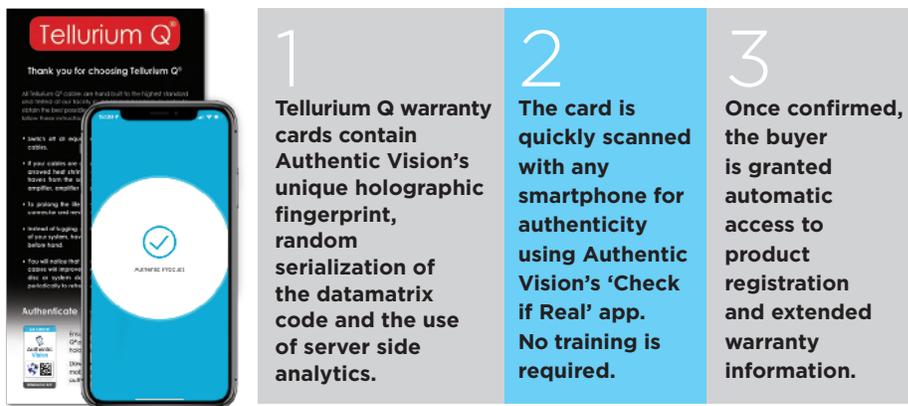
COUNTERFEIT

The Authentic Vision Solution

Tellurium Q's partnership with Authentic Vision allows customers to check the authenticity of cables by quickly scanning their physical warranty card with the 'Check If Real' free iOS/Android app.

The key success factor is Authentic Vision's unique holographic fingerprint, random serialization of the data matrix code and the use of server side analytics. Once the product is confirmed authentic, the app provides access to product registration and warranty information.

It works in three simple steps:



- 1 Tellurium Q warranty cards contain Authentic Vision's unique holographic fingerprint, random serialization of the datamatrix code and the use of server side analytics.
- 2 The card is quickly scanned with any smartphone for authenticity using Authentic Vision's 'Check if Real' app. No training is required.
- 3 Once confirmed, the buyer is granted automatic access to product registration and extended warranty information.

“There is always a danger of any manufacturer’s product being counterfeited... We have decided to act pro-actively and safeguard our customers before it ever becomes an issue. With Authentic Vision on our side, it never has to.”

—GEOFF MERRIGAN,
DIRECTOR OF TELLURIUM Q

The Results

Successful Authentication and Counterfeit Detection

- Tellurium Q customers can now be confident in the origins of their purchase. This is especially important to overseas sales, about 70% of Tellurium Q's business.
- Over 43,000 app instances have been installed on Android and iOS devices.
- In countries with high counterfeit activity, Authentic Vision scans detect a counterfeit approximately every three minutes.

If you need help securing your products or your brand, Authentic Vision is here for you. Our complete security solution helps you to protect your supply chain, grow your revenue and provide engaging experiences for your consumers. We are continuously innovating to deliver industry-leading, anti-counterfeiting protection for a variety of sectors, including auto parts, pharmaceuticals, technology, chemicals, wine and spirits, and more. If you are interested in more information, or wish to order a samples box, please visit authenticvision.com.

