Can your customers tell the difference?

Today counterfeiters flood the market with sophisticated fakes that erode market share and customer confidence. Some authentication approaches are easily copied and offer limited protection. QR codes, serial numbers, microprints, holograms.

Solutions from Authentic Vision help consumers and specialists identify authentic products and brand owners protect their market share.

AUTHENTICATION IN ACTION

Scan product with a simple smartphone app.

Unique holographic fingerprint technology.

Customer engagement:
- Locate
- Share your products
- Inspire consumer with your brand
- Create engaging experiences

Buyer behavior:
- Geolocation
- Real-time customer data
- Supports targeted consumer engagement

Counterfeit activity:
- Geolocation
- Real-time fraud alerts
- Focusing law enforcement resources

Smart insights:

Step 5 to success:

1. Scoping
- Identify:
  - Problems
  - Pain points
  - Processes
- We think like counterfeiters (to keep you ahead of the game)
- We apply our expertise to your needs

2. Build strong strategies
- Consumer engagement:
  - Scan multiple
  - Exciting consumer experiences
- Adapt our solution to your process
- Deliver peerless results

3. Frictionless integration
- Consumer engagement:
  - Scan multiple
  - Existing consumer experiences
- Develop data points
- Analyze
- Build knowledge set
- Iterate and improve

4. Inspire your customers
- Unique holographic fingerprint technology.
- Instant authentication with any smartphone.
- Locate products in seconds.
- Learn about your products
- Inspire consumers with your brand
- Create engaging experiences

5. Success analysis

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PROTECT • ENGAGE • INSPIRE