SPOT THE AUTHENTIC

Take a look at the labels below – can you spot the difference? Although they seem identical, one of them is fake and the other one authentic. Become an authentication expert with the CheckifReal app and scan both labels – you’ll get clear results within seconds!

Our irreproducible tag is so unique, even we can’t replicate it:

GENUINE

FAKE

ABOUT AUTHENTIC VISION

“We make the world a safer place with a simple scan. Our holographic fingerprint makes products smarter and copy proof. We protect brands and revenues whilst connecting brands with their user base.”

Forgery prevention by accurate location information

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THE MOST INNOVATIVE BRAND PROTECTION AND CONSUMER ENGAGEMENT SOLUTION

PROTECT  ENGAGE  INSPIRE
**SECURE TAGGING**

Irreproducible Fingerprint Technology

- **Patented Holographic Fingerprint**
  Secure your products with our holographic fingerprint tag, so unique even we can’t replicate it. Use any smartphone to authenticate products in seconds without dedicated training or hardware.

- **Tamper Evident**
  Our technology enables automated verification. Any tampering attempt will be automatically detected by the smartphone.

- **Visibility**
  Our tag is clearly visible and encourages customers to verify the authenticity of any product.

- **Easy to Integrate**
  Our tag is small and customizable. We are able to integrate it into existing packaging, labels and closures or even directly apply it to products.

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**SIMPLE SCAN**

Authenticate & Engage

- **Instant Authentication**
  Automated smartphone authentication reads the holographic fingerprint in real-time. It provides clear results within the split of a second preventing misinterpretation.

- **Ease of Use**
  Any smartphone available can be used to authenticate. There’s no need for additional training or special equipment.

- **Consumer Engagement**
  Change the digital content that is shown after a scan with a simple click! Activate 1-to-1 Push Messages and get live feedback on your promotion campaign with every single scan.

- **Customized App-Brand-Experience**
  Consumers may either use our Check if Real App or a fully branded white-label version. You can also integrate into your existing app using our SDK.

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**SMART SERVICES**

Business Intelligence Portal

- **Anti-Fraud**
  - Fake Scans & Attempts
  - Grey Market Analytics

- **Scan Data**
  - Real-time Market Intelligence
  - Real-time Channel Control

- **Marketing**
  - Push Campaigns
  - Dynamic Content

- **Location Services – Track your Products**
  Monitor every single product via our web platform. This enables you to trace them around the globe.

- **Real-Time Fraud Alerts**
  Detect faking attempts in real-time or utilize gray market analytics to make sure your goods reach their target market.

- **Real-Time Scan Data**
  Receive genuine data from real users only and control your channels via authentic market intelligence.