

Introducing

Sm•art
Sta•mp



Smart tech for art & collectibles

Sm•art Sta•mp

Developed over a decade with stakeholder security and flexibility in mind, SmartStamp solves the problem of the authentication of art and collectibles with patented, dynamically updatable AI analysis of surface characteristics to 'fingerprint' physical objects and immutably link them to the digital realm. These tamperproof digital twins are then minted as NFTs to expand the object's life into Web3 and enable secondary market creator royalties through our smart contract. Using the SmartStamp app is as simple as taking a picture, giving groundbreaking security and the timestamping power of blockchain to anyone who can use a smartphone.

A Swiss company, SmartStamp is founded and led by figures at the forefront of both the art world and university technology department chairs, bringing deep expertise to address the needs of artists, designers, collectors, institutions, and brands in authenticating, protecting, and preserving cultural objects and heritage. SmartStamp AG is incorporated in Kreuzlingen, Switzerland.

- Competitively priced premium solution for our target market of artists, primary market galleries, and brands' limited edition objects, that can be used by all market stakeholders from artists to temporary custodians to collectors/collections.
- Flexible solution provides each art market stakeholder with a tamperproof way to authenticate and verify objects they create, own, and care for.
- Sustainable and scalable as there is nothing to print, manufacture, or recycle.
- Authenticated objects add value and trust and help create a healthier and more equitable market.
- Customer touchpoints for artist or brand to its community through app and Web3.

SmartStamp Use Cases

1. Artists/Primary Market Galleries & Artists Estates

Pain Point #1: authenticating artworks

- create next-gen AI + blockchain certificates of authenticity for new artworks or newly authenticated art and collectibles

Pain Point #2: profiting from artist's own secondary market

- mint the COA with digital biometrics to an NFT with smart contract for secondary market creator royalties

Pain Point #3: achieving independence

- Web3 empowers creators to become more autonomous

Pain Point #4: authenticating ephemeral artwork

- turn traditional paper certificates of authenticity into "SmartStamped" certificates with digital fingerprints to prevent falsification of these valuable documents

2. Collectors

Pain Point #1: protecting value and proof of a purchased artwork or collectible

- purchase object with tamperproof, next-gen AI + blockchain certificate of authenticity from artist, artist's gallery or estate, auction house, or brand

Pain Point #2: confirming an object sent out on loan was not swapped with a counterfeit

- register digital fingerprints of object before sending out and verify upon return

3. Registrars, Conservators & Art Logistics

Pain Point #1: ensuring accurate identification at each point of incoming / outgoing objects

- register digital fingerprints of object before sending out and verify upon return

Pain Point #2: updating protocols and systems with technologies that can resist expert counterfeiters

- integrate SmartStamp enterprise API into systems databases for streamlined identification protocol

4. Galleries, Art Fairs, Auction Houses & Museums

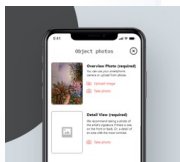
Pain Point #1: ensuring accurate identification at each point of incoming / outgoing objects

- register digital fingerprints of object before sending out and verify upon return

Pain Point #2: ensuring authenticity papers of an artwork cannot be falsified

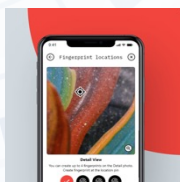
- auction houses can issue tamperproof, next-gen AI + blockchain certificates of art and collectibles in their sales

How the SmartStamp App Works



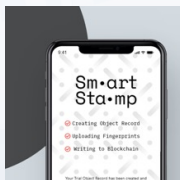
1. Take an overview and detail image of the artwork

- Take, or upload from your phone, an overview photo of your artwork, plus a detail view.
- The overview photo will be used for your object's next-gen Certificate of Authenticity.



2. Select an area to scan, analyze, and create the fingerprint

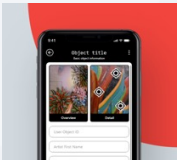
- The area you scan will be 0.5 cm². SmartStamp uses multi-dimensional dynamic identity AI and deep learning networks technology to analyze and verify patterns based on a small defined area. Up to 1,000 nodal points are analyzed.
- This image analysis is converted into a mathematical formula — numbers in a code. This code is like the unique structure of a human fingerprint.
- You can create up to four fingerprints per object. Create a location pin where each fingerprint is located on the photo of the object.
- The fingerprint is uploaded to a cloud for future verification from anywhere with network access.



3. Integrated blockchain event log

- Sit back and relax on this step because SmartStamp automatically records every interaction of the digital fingerprinting process with our immutable, blockchain event log technology.





4. Verify the fingerprint

- Using your location pin finder, hover over the fingerprint's general area to verify the unique fingerprint using our dynamic recognition AI technology in real-time



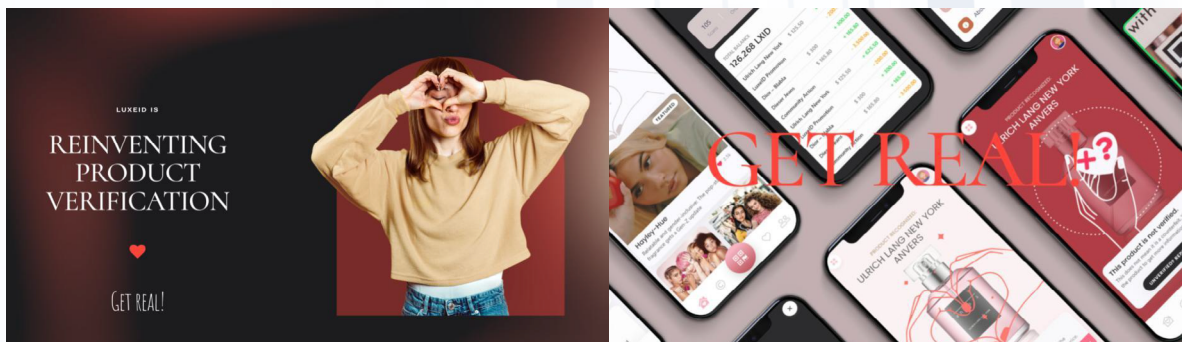
5. Create a Next-Gen Certificate of Authenticity

- SmartStamp will generate a next-gen Certificate of Authenticity for your artwork.
- This includes a QR code to view the complete immutable, blockchain event log that records every interaction of each digital fingerprint's registration and verification and a QR code that opens the SmartStamp app to verify the digital fingerprints.
- Click the button to see or download the Certificate of Authenticity.
- Not ready to issue a certificate? Download a delivery receipt to send to a temporary custodian so you can re-verify the artwork upon return.
- Easily email the certificate or export your entire object record by sharing the SmartStamp QR code with another user.
- Push the COA to your systems files, a blockchain registry, or mint them into NFTs with our smart contract for secondary market creator royalties.

LUXEID

LuxeID is reinventing product verification

luxeid.io



Created for the Gen-Z market to verify a product's authenticity and learn about the brand's ESG goals and milestones. Gen-Z wants to know their products and actively supports having a voice in community governance.

Ingredients & Provenance
Ensure Personal and Planet Well Being

Company Governance
Protect Against Counterfeits and Illicit Labour Practices

Sustainability
Brand's ESG Goals and Milestones to Reach in the LuxeID Community

LuxeID benefits customers and brands to share and learn about a product's:

- Ingredients & Provenance
- Ensure personal and planet well-being
- Company Governance
- Protect against counterfeits, grey market, and illicit labour practices
- Sustainability
- Brand's ESG goals and milestones to reach in the LuxeID community

Brand Protection

- Unique digital surface ID for your products that are counterfeit-proof.
- Each Secure-QR code has a unique digital surface ID that is lost if reprinted.
- Next-generation direct to consumer touchpoints.
- Web3 capabilities include phygital objects, NFT futures, NFT tickets, fan communities.
- Sustainable as smart labels are paper, not aluminum or PVC.

LuxeID Use Cases: Point of Sale Protection for Luxury Beauty & Premium Goods

- Brands need not modify their beautiful packaging or buy expensive, environmentally unfriendly tags for POS protection.
- Brands order LuxeID labels that are pre-registered with Secure-QR codes, enhanced with digital surface IDs and printed by our partner printers in Lichtenstein, Switzerland, and Japan.
- Simply seal product with our attractive LuxeID labels that include brand's logo – attach them to exterior packaging.
- Customers scan product to verify the unique surface ID – allowing brands to have a direct-to-customer channel for promos, clubs, Web3, and more.

TECHNOLOGY SUITE

REGISTRATION: DIGITAL SURFACE ID (AI FINGERPRINT)

Brands and artists/creators use our technology to create digital surface ID 'fingerprints' during the production or creation process using:

- Automated in-line industrial camera
- Manual approved smartphones (with or without wireless microscopes attached to the SmartStamp app)

Digital surface ID fingerprints are registered on printed labels, packaging, brand logos, or specific surface areas of objects, such as paintings, drawings, prints, watches, collectible cards.



3 METHODS TO CREATE DIGITAL SURFACE ID FINGERPRINTS

1. Automated: fingerprint on Secure-QR code

Ordinary QR codes are printed on labels or packages with industrial cameras during the production process. The surface ID fingerprint on the QR code turns an ordinary QR code into a counterfeit-proof SQR code (patented). The SQR code can be integrated in various ways:

- Product
- Product's certificate of authenticity card / paper
- Product's printed packaging
- On a "smart" label attached to the product's packaging

2. Automated: non-visible fingerprints on areas of a product / object (no SQR code)

Industrial cameras in the production line create digital surface ID fingerprints on unmarked areas of the product, such as:

- Brand logo
- Specific authenticity engraving
- Specific location of the object

3. Manual: fingerprints on specific locations of object

Using a range of approved smartphones (iOS & Android), the user manually scans specific surface areas of objects, such as:

- Artist's signature or identifying marks on recto/verso of the object (wine bottle label, stamp, card, etc.)
- Brand logo, watch face, etc.

MONITORING: BRAND DASHBOARD

Monitor Counterfeit & Grey Markets

- Brands monitor products through their supply chain to detect rising fraud at specific points and locations:
 - a. individual products
 - b. packaging of individual products
 - c. batch of inventory
- At any checkpoint in the supply chain, brand can see red flags if there is fraud.

Customer touchpoints and hyper-personalized engagement

- Using the LuxeID app, customers verify the product's authenticity and engage with the brand and brand's community.

VERIFICATION: CUSTOMER OBJECT / PRODUCT VERIFICATION AT POINT OF SALE

All market stakeholders can participate in the verification of objects – whether the object/product's fingerprint was registered using an industrial camera, smartphone app, or connected wireless microscope.

Products with Secure-QR Code

1. scan the QR information of SQR-code for the product information
2. verify the digital surface ID fingerprint of the SQR code to confirm its authenticity

Products with Non-Visible Digital Surface ID 'Fingerprints' (no SQR code)

Verify the non-visible fingerprint on a specified area of the object / product, such as:

- a. hand-signed signature or edition number of an artwork, print, collectible card, wine label, etc.
- b. brand's logo on packaging or product, such as a logo plaque on a handbag
- c. face of a watch
- d. capsule of a wine bottle, cap of whiskey, olive oil, aceto di Balsamico, etc.

