



ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency
2nd Edition, March 2024

DYNAMIC ELEMENT



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PRODUCT IDENTIFICATION

ensuring security and authenticity for each product



giving your products an **IDENTITY**

OUR SOLUTIONS

Protecting against



Grey Market Activities



Counterfeiting

Improving



Brand Image



Customer Engagement

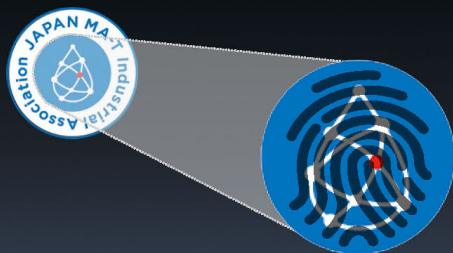


giving your products an **IDENTITY**

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OUR SOLUTIONS

Invisible Fingerprint (IVF)



Goal: safety without compromising surface
(applicable in case of surface verification)

Secure QR Code (SQR)



Goal: Machine-readable & forgery-proof
(applicable for accompanying certificates)

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giving your products an **IDENTITY**

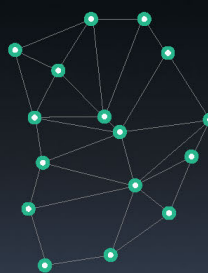
THE INVISIBLE FINGERPRINT



Image capture



Minutiae calculation



Feature vectors



Database search

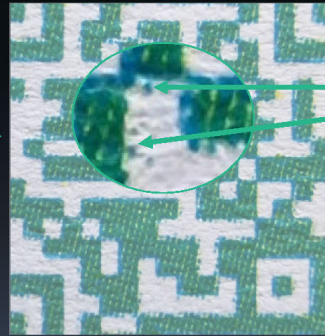
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giving your products an **IDENTITY**

SQR-CODE SOLUTIONS

SQR-Code
Print 1



SQR-Code
Print 2



Inhomogeneous ink distribution
due to machine tolerances
lead to a unique fingerprint / identity



giving your products an **IDENTITY**

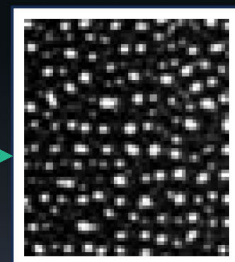
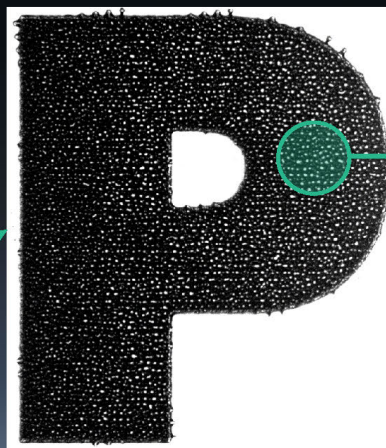
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USE CASE: LABEL PRINTS



Paper labels



Inhomogeneous ink distribution
due to machine tolerances

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LBMA Certification

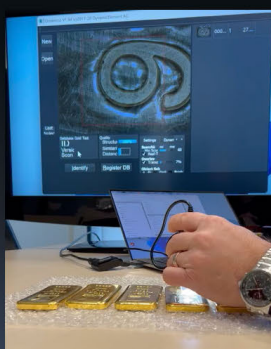
- ✓ Official security feature for the gold and precious metal industry



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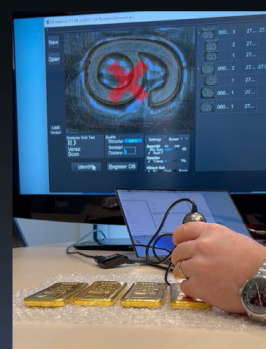
USE CASE: GOLD BARS



1. Gold bar surface registration



2. Gold bar verification (with USB-microscope)



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USE CASE: THE CRYPTO STAMP



App

In the custom app, you can check if the stamp is real, discover its history, solve puzzles and deposit the digital twin of your stamp in the blockchain.

SQR code

Each stamp has a unique, individually assigned Secure QR (SQR) code with its own serial number.

Website

The SQR code scan will take you to the website where you can find out the serial number and the collectible of your stamp.



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USE CASE: DONATION STICKERS

Campaign Integrity

The SQR code sticker takes interested parties to the campaign's donation page.

It guarantees the integrity of the fundraising campaign and promotes customer engagement.

This project was realized in cooperation with the Liechtenstein Bankers Association.



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Your specialist for secure product identification



Successful projects



CryptoStamp 4.0 with Liechtenstein Post (2021)



Sustainability project with Teal Project and rrrreels



Industrial counterfeit protection Japan



Counterfeit protection for cosmetic products



Counterfeit protection and product detection



Counterfeit protection and droit de suite in art

Technology-driven

Supported by research from the University of Konstanz and the University of Ravensburg-Weingarten



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giving your products an **IDENTITY**

DYNAMIC ELEMENT

KYG

Know Your Gold - Identity and sustainability of gold



giving your products an **IDENTITY**

Gold in transition

Focus on sustainability and transparency



Consumers expect **sustainable gold**



Active selection of origin puts pressure on the value chain



Loss of trust due to imitations, counterfeits and illegal trade



Necessity of **compliance and counterfeit protection**



Strengthening the potential of **gold as a safe investment**

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Gold in the cycle

The value chain to be protected



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From raw material to gold bar

Combination of security features



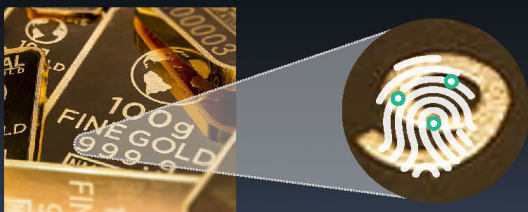
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giving your products an **IDENTITY**

Tech Deep-Dive

Two forms of product identification

Invisible Fingerprint (IVF)



Invisible security feature without changing the surface

Secure QR Code (SQR)



Machine-readable and forgery-proof QR code

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Tech Deep-Dive

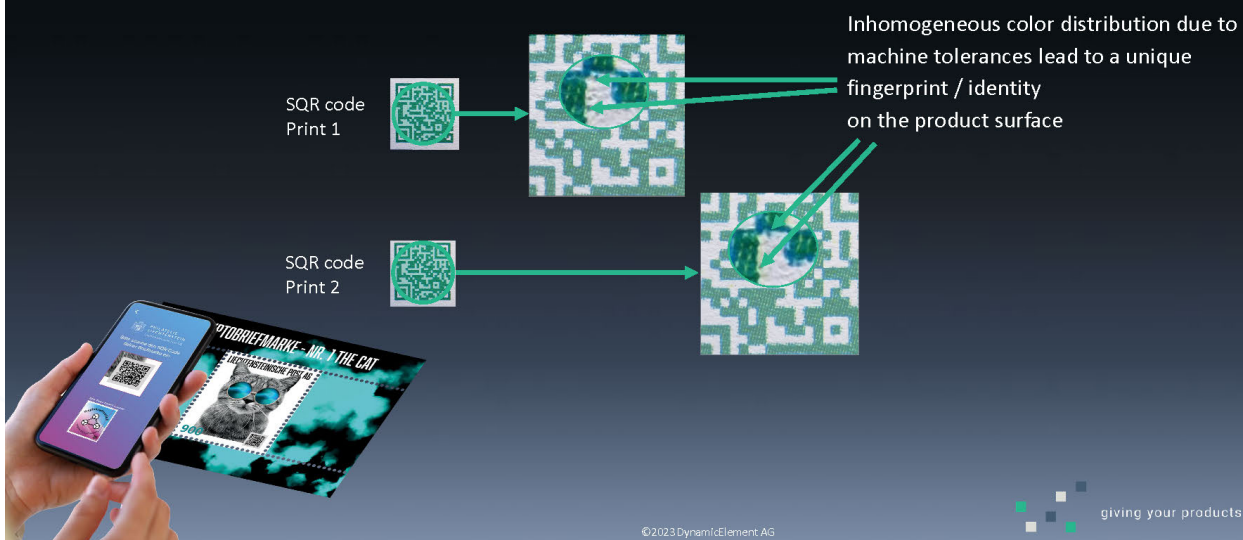
How product identification works



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Use Case

SQR code Machine tolerances



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giving your products an **IDENTITY**

Highest security level

Dynamic counterfeit protection



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Advantages of product identification for precious metals



- ✓ Invisible or visible gold bar protection
- ✓ Easy to integrate
- ✓ AI-based
- ✓ Natural authenticity
- ✓ Reliable despite product ageing

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giving your products an **IDENTITY**

Thank you very much!

See DAS INVESTMENT :



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DYNAMIC ELEMENT
giving your production a DIGITAL IDENTITY



ORIGINALLUXURY

**Pioneering Transparency Through
Technology in the Luxury Sector**