

WHAT IS KeyCode™ ?

- **New technology makes product authentication and track & trace simple and available to all including consumers**



- **Creates a trusted link between things in the real world and mobile online environments**
- **Allows everyone to see an item's true identity and the information that matters to them**
- **Runs on systems proven by hundreds of brands with billions of units each year**



Mobile authentication
with a human touch

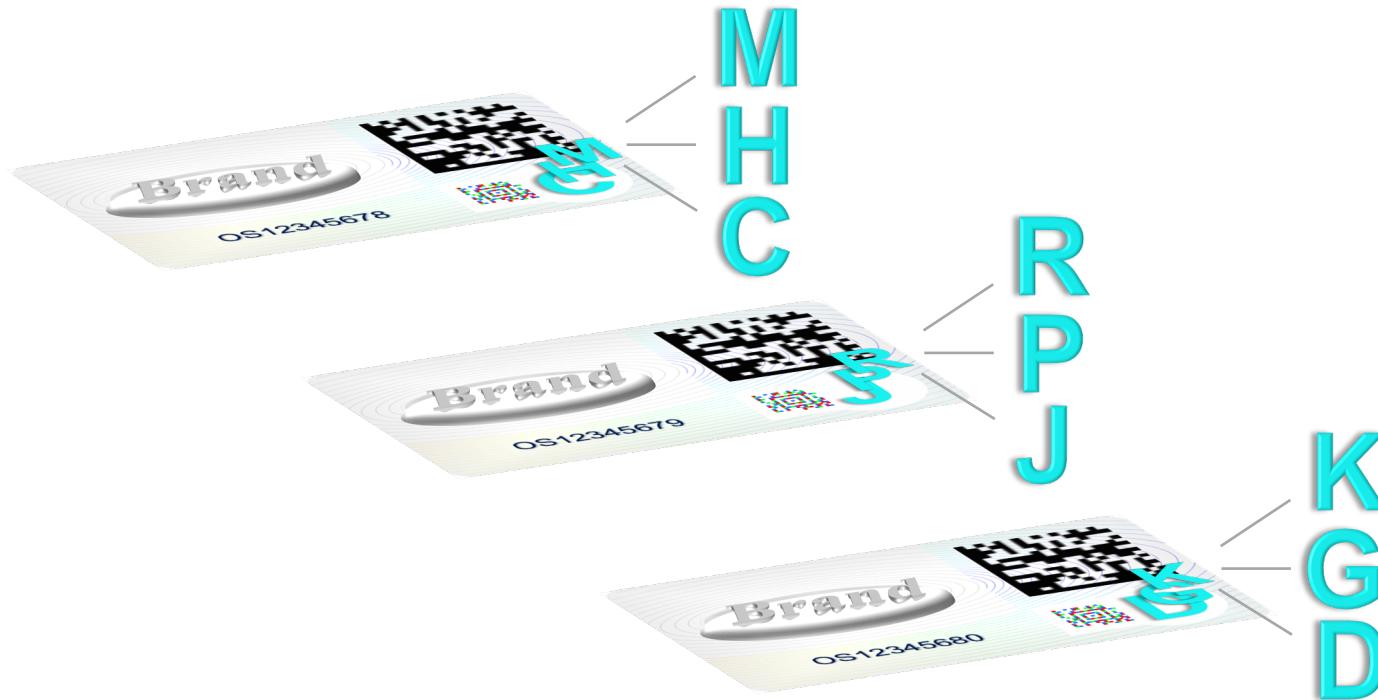


KeyCode™



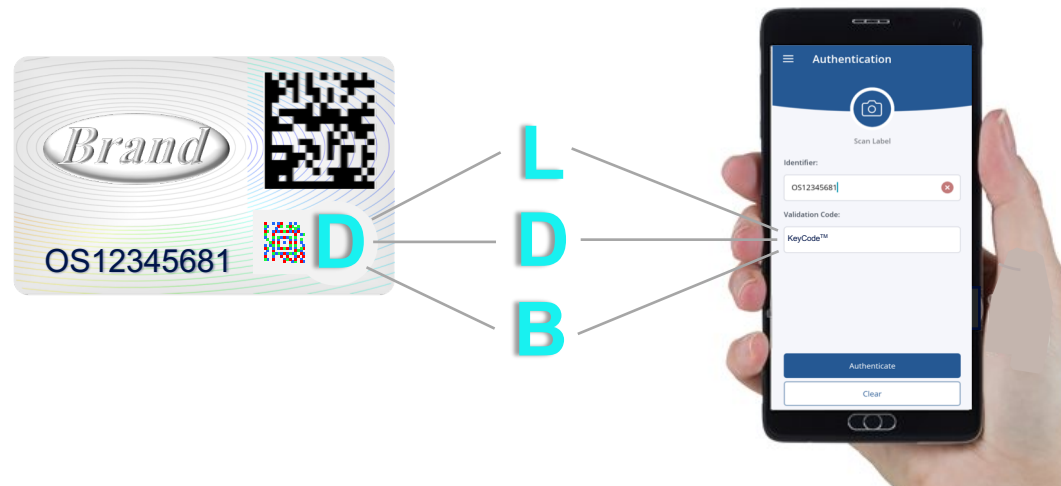
WITH THIS NEW TYPE OF RANDOM CODE

- The cost to forge copies makes attempts to counterfeit impractical



THE Code AUTHENTICATES THE UNIQUE ID OF EACH PRODUCT

- **The Key opens information each user is authorized to access**
 - **Consumers** - Product details, reviews and promotions
 - **Enforcement** - Instant identification of counterfeits, diversion and theft
 - **Brand owners** - Brand protection, promotion and supply chain insight



DEVELOPMENT TARGETS THE TWO MOST POPULAR FORMATS

- **Delivery in rolls of labels or labeled tags for application to all authorized products**
- **With security image designs tailored to the Brand's identity**

