

# ► The World's Most Effective Counterfeit Prevention & Detection

## Cryptoloc QA





# ► Welcome To A World Without Counterfeiting

Cryptoloc QA protects your brand and product by providing your customers and distributors with a means to verify the authenticity, with the added benefit of being able to instantly detect and report fakes.

Cryptoloc QA is a highly effective counterfeit prevention and detection tool that allows your customers to validate the authenticity of your product, whilst providing you with a means to detect counterfeiting operations early on, before they have had a chance to impact your revenue. It can be applied to any product from baby milk to currency, simply by adding a unique encrypted QR code. The code contains unique identifiers such a serial number and production or expiry dates.

Your customers scan the code (which cannot be duplicated) using the free QA smartphone app for Apple iOS and Android. QA instantly tells them if they have a real or fake product. If anyone attempts to copy or scan a fake code, you will be notified instantly of the geolocation, helping you and law enforcement, shut down counterfeiting operations before they have had a chance to impact your business. QA also allows you to issue recall notices with ease and gives you insights into your supply chain.



# ► The Easiest Way To Reduce The Effect Of Fake Goods

Cryptoloc QA works by applying a QR code which contains key information such as serial or batch number, manufacturing date and or expiry date. That data is then encrypted and your customers can instantly tell if they have a real product.

Cryptoloc QA is powered by a standard ISO/ IEC 18004 QR code which is recognised by most consumers. The code can be applied to your product or packaging using a thermal label, inkjet applicator or silkscreen process. For high volume applications your CAD/CAM or SCMS (Supply Chain Management System) software sends QA, a list of unique product information including serial number, batch number, manufacturing date and or expiry date. Cryptoloc QA then encodes that information and responds with a list of encrypted codes. For low volume applications a web portal allows you to generate and download codes in CSV format.

Those codes are then applied to your product, bulk packaging, paperwork or shipping container. Your customer or distributor scan's that code using the QA smartphone app which instantly decodes the information and tells them if they have a genuine product. If the product is fake or the code is compromised, you'll be notified of the geo-location helping you shut down counterfeiting operations before they begin. Codes can be applied to individual products, batches of products or to a shipping container full of products. Our solutions team can help design and build your solution and integrate it with your existing industrial process. QA can be applied to any product.



# ▶ Customised Branding & Supply Chain Insights

Cryptoloc QA is a fully branded and customised solution. It helps you reduce counterfeits, boost confidence in your brand and products, manage recalls and helps you gain valuable insights into your supply chain.

Not only is Cryptoloc QA a powerful counterfeit prevention tool, it also has the added benefit of being an excellent marketing channel as well as a strong counterfeit detection technology. Your customers or distributors scan the code to verify the authenticity of the product using the free smart phone app. A ready to use app is available for both Android and iOS, alternatively the app can be custom branded and feature things like product information, support information, user guides, warranty registration and more. Because each code is unique, QA uses a powerful algorithm that determines if a code is genuine or not. For example if a code is scanned in Tokyo, then the same code is scanned 2 hours later in New York, QA determines the code has been compromised because it is not possible to travel between those two locations in that time.

If a fake code is scanned you are instantly notified of the Geolocation. QA can be easily combined with other labelling technologies including RFID (Radio Frequency Identification) and EAS (Electronic Article Surveillance). Make EAS source tagging a breeze by disguising it behind a QA code. Simply apply the QA code to an RF or AM security tag label and the result is a powerful counterfeit and loss prevention technology. Add traceability to your RFID application by adding a QA code which enables you to add a full audit trail to your product, showing the date/ time and location of each scan. Because QA uses a widely used 2D QR code technology, it can be scanned using any 2D barcode reader or handheld computer, meaning you can further enhance its use by integrating it with your logistics software.



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