AccessReal
The Power of Product Identity

The Next-Gen Anti-Counterfeiting, Track & Trace, Consumer Interactive Solution

Key Benefits for End Consumers:

- Greater transparency on products' history
- Authenticate products instantaneously with their trusted mobile devices
- Receive product recommendation and sales promotion updates

Product Identity Solution

AccessReal is a unique Product Identity solution incorporated with world-class, bank-grade data protection and identity assurance features to authenticate the identity of things, tracking and tracing of items in the distribution channels and big data collection.

AccessReal is a multi-platform system which allows both cloud and on-premises deployment. It provides both Enterprises (AccessReal Enterprise Edition) and Operators (AccessReal Service Provider Edition) solutions to serve multiple organizations.

Data Warehouse | Business Intelligence | Big Data
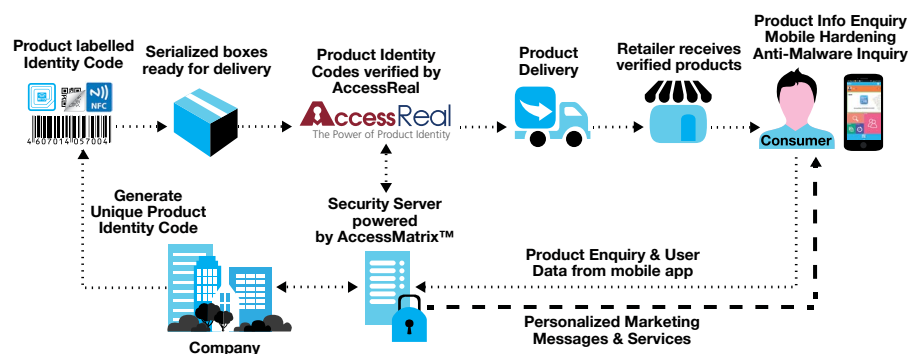
AccessReal consists of the following major components:

- **Java Back End Security Server for:**
  - a) Digital ID management (e.g. issuance and authentication)
  - b) Big data collection (e.g. consumers buying decision process)
  - c) Monitoring of distribution channels
  - d) End consumers engagement (e.g. product information dissemination, pre-purchase and post-purchase product recommendation)

- **Data Analytics Models for Enterprise Users to:**
  - a) Analyze customers behaviour during buying decision process
  - b) Get real-time product distribution updates
  - c) Receive real-time interactive data report
    (e.g. Dynamic Heat Map reflects inquiry and purchase activities based on geographic locations)

> "The problem with these database systems is that determined hackers could break into them and plant bogus codes corresponding to fake wines or any other product"
>
> -Bloomberg Businessweek

Check out how AccessReal can protect your brand and corporate assets!

Key Benefits for Enterprises:

- Monitor and track products movements in distribution channels
(e.g. to detect any parallel market activity, supply chain management)
- Valuable consumers insights obtained while ensuring consumers' privacy is still protected
- Real-time sales tracking
(e.g. for stock management purpose)
- Marketing Campaign Measurement
(e.g. track campaign effectiveness)
- Direct engagement with customers

Features:

Data Protection and Security Features

- Encrypted Data-Matrix Code for product authentication.
- Encrypted, secured data transmission and storage
(Bank-grade Product Identity Assurance).
- Dual Layer Identification in conjunction with various product tag solutions catered for different requirements
(e.g. QR code, bar code, NFC, RFID, etc).
- Track the dynamic status of a product besides its identity
(e.g. Activated vs Inactive; Opened Package vs Sealed Package;
Sold – 1st hand vs Sold – 2nd hand, etc).

Top Layer:
- For inquiring about general product information before purchase
- Logistics tracking
- May be checked many times, by any customers

Covert Layer:
- For verifying authenticity upon purchase
- Both codes become invalid once the product with the unique ID has been purchased
- May be checked by only the actual buyer*

- Hardened Mobile Apps (Jailbreak / Root detection, Repackaging detection, Library injection detection, Execution flow detection, Anti reverse engineering, Debugger blocking and /or detection and Emulator Detection).

Innovative Features

- Zero-Risk Manufacturer Protection against insider fraud & ill-intentioned outsiders.
- Unique Gift Mode (e.g. both gift sender and receiver may authenticate the product).

Business Insight Features

- Logistics Management and Supply Chain Surveillance.
- Real-time Big Data Analytics (e.g. customer interests, purchase records and logistics information).
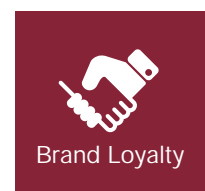
AccessReal gives you:

Brand Protection

Customer Satisfaction

Brand Loyalty

i-Sprint
Trust without Boundaries

Ease of Deployment

- Supports Android and iOS platforms and is free for everyone to download and subscribe.
- AccessReal features are available via AccessReal WeChat Official Account (e.g. for users without smartphone).

Ease of Integration

- Offers RESTful API (Application Programming Interface), allowing brand owners to integrate our Product Identity capabilities into their mobile apps seamlessly .

Flexible System Deployment

- AccessReal is a multi-platform system enabling cloud or on-premises deployment .
- Enterprises can choose to install AccessReal on their enterprise servers. The service can be setup and ready for deployment within hours.

Comprehensive Administration Features

- Browser-based administration portal allows staffs to operate and monitor on a PC or a mobile device. Staffs may log in via passwords or mobile token for greater security and convenience.
- Comes with an Enterprise mobile app featuring warehouse management and primary logistics support functions.

Security Protection Transparency

- Encryption scheme is employed at terminals and all sensitive database in transit and at rest. End-to-end encryption is employed for communication data to complement weaker SSL.
- Should there be a need for higher security standard, more sophisticated scheme like PKI is an available option.
- Each encrypted Unique Authentication Identifier (UAID) is associated with an internal ID number. The internal IDs for a particular SKU are sequential, ensuring that the UAIDs are impossible to guess, yet possible for internal handling and management.

High Availability and Dynamic Scaling

- High availability system architecture for load balancing and parallel processing to assure high traffic performance.
- Dynamic scaling is available to cater for sudden surge of business transactions and to provide good response time for users.

AccessReal App is available in iOS, Android and WeChat!

Scan to view
AccessReal Video

Recognitions:

- Security Industry's Global Excellence Award
  - 2017 & 2016 Bronze Winner for Identity Management Category
  - 2017 Silver Winner for Best Deployments and Case Studies for Asia Pacific

- Hong Kong ICT Awards 2016 Best Business Solution (Product & Service) Certificate of Merit

- CIO Honour Awards 2016 Top Vendor in Anti-counterfeiting & Brand Protection

- Singapore Business Review: National Business Awards Technology Award Winner

About i-Sprint Innovations

i-Sprint Innovations is the premier Identity, Credential and Access Management Solutions provider for global financial institutions and high security sensitive environments. i-Sprint maintains the highest value and reliability rankings among its clients, and is one of the most recognized names in the financial world.

i-Sprint was incorporated in Year 2000, when the company first established an office in Singapore. Singapore, being one of Asia's Top Tech cities with stable, clean and efficient government that supports a strong infocomm infrastructure and security policies, presents boundless opportunities and growth for i-Sprint. With Headquarters in Singapore, i-Sprint has expanded rapidly across Asia Pacific. We now have direct presence and active authorized partners across China (Beijing, Shanghai, GuangZhou, ShenZhen, Chengdu, Zhuhai), Hong Kong, Taiwan, Malaysia, Thailand, Japan, and the United States.

i-Sprint's Products and Solutions

i-Sprint's own unique brand of security products, intellectual properties and patents are designed to exceed global financial services regulatory requirements. In order to capitalize the fast growing Identity, Credential and Access Management (ICAM) market, i-Sprint proactively delivers innovative product features via our product offerings in **Identity Protection**, **Cloud Protection**, **Mobile Protection** and **Data Protection**.

Our world leading security solutions include a proven and secure E2E Encryption (E2EE) Authentication and Data Protection for convenient (Single Sign-On) and secure access to internet banking applications. Our solution meets Internet Banking Security Guidelines from regulatory agencies in multiple countries; overcoming the security challenges of most internet and mobile banking solutions. We deliver bank-grade versatile strong authentication (biometrics, multi-factor authentication and more) and token management platform to secure multiple application delivery environments (web, mobile and cloud) based on a common security platform.

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