

The Next-Gen Anti-Counterfeiting, Track and Trace, and Consumer Marketing Solution



AccessReal - Introduction

The Power of Product Identity

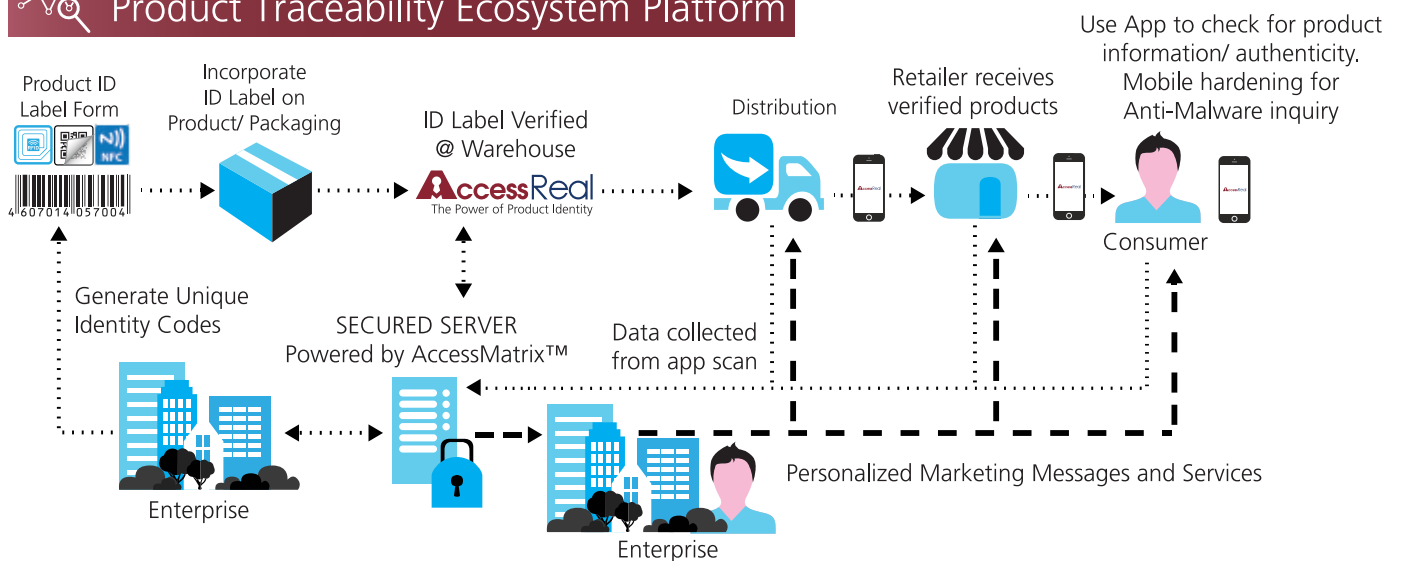
The Next-Gen Anti-counterfeiting, Track and Trace, and Consumer Marketing Solution

—Addressing Enterprises and Consumers Concerns



AccessReal is a highly secured comprehensive anti-counterfeit, logistics tracking, big data analytics and direct marketing platform. By providing a unique Identification Platform (using barcode, QR Code, RFID, NFC, proprietary copy-proof marking technologies, etc. for each product as an anti-counterfeiting and tracking tag), it is able to collect useful data, and protect their transmission and storage with bank-grade technologies. The platform provides ease of integration with the client's existing business systems. Furthermore, this system enables enterprises with big data analysis and business insights. AccessReal can be paired with easy-to-use mobile Apps (for consumers and enterprise) or AccessReal WeChat Official Account; thus consumers can use their mobile devices to perform product authenticity anytime, anywhere!

Product Traceability Ecosystem Platform



Features:

- **Unique Identity On Every Product to Provide Traceability**

Provides enterprise with one platform to manage products, do logistic tracking, do digital marketing and receive inquiries.

- **Unified Data Storage and Closed-Loop Management**

Supports real-time collection and multi-dynamic sharing of regulatory information like raw materials, production, logistic and purchases.

AccessReal -Track and Trace

The Power of Product Identity

Empower consumers to know the product,
Allow enterprises to understand their customers



1

Anti-Counterfeit and Anti-Product Diversion

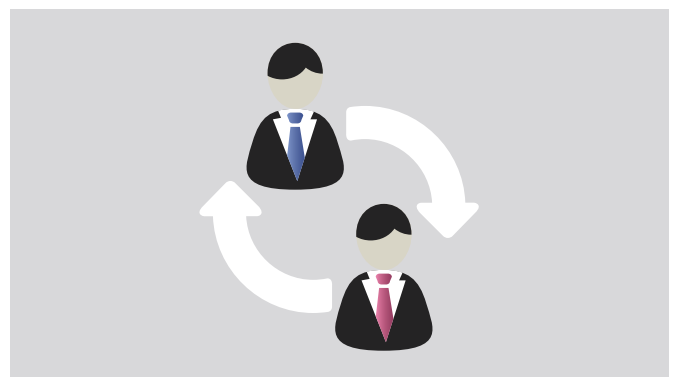
By using the unique ID code label to deter counterfeit and to protect the interests of enterprises and consumers.



2

Interactive Marketing

By using AccessReal to collect data, obtain users feedback and provide personalized messages to improve consumer's experience and satisfy their needs.



3

Logistic Tracking

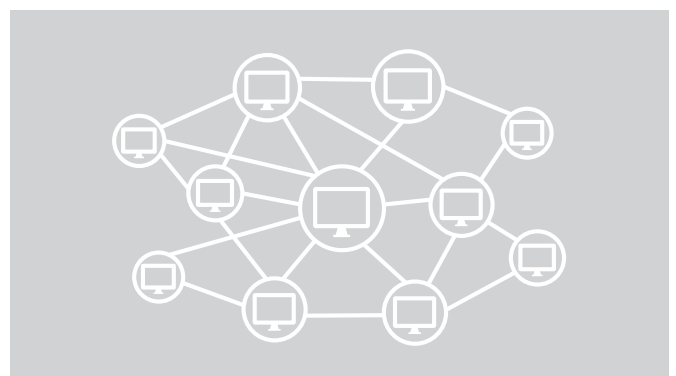
Through scanning of anti-counterfeit label, AccessReal can provide product track and trace, which helps enterprise to monitor the product distribution channels.



4

Big Data Analysis

Through big data, cloud computing technologies and instant inquiry function, enterprise can take advantage of data collected to serve the entire industry value chain.



AccessReal - Advantages

The Power of Product Identity

Unique Identity On Every Product

AccessReal provides a unique ID code to each product as an anti-counterfeit and tracking label, and supports multiple common product authentication methods.



Data Security

AccessReal provides bank-grade data protection storage security and end-to-end encryption technology to protect products' digital identity, authenticate anti-counterfeit identity code and prevent theft and attack.

Production Management

Each product has its own unique identity code which can be scanned for track and trace. This enable enterprise to effectively manage their production and inventory.



Product Track and Trace

By scanning the unique identity verification label, enterprise can check the logistic information to protect against counterfeits and product diversion.

Personalized Marketing

Advanced marketing platform empower the enterprises to establish direct connection with retailers and consumers.

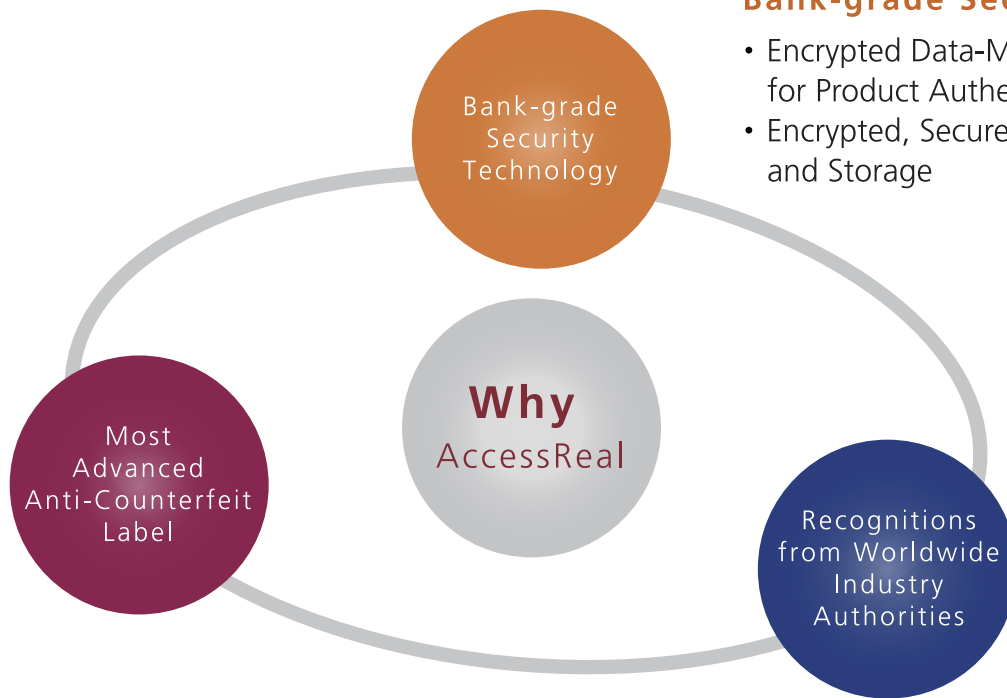


Big Data Analysis

Users' information can be collected during product inquiry or authentication, and marketing campaign such as lucky draw. Brand owners can analyze consumers' purchasing behaviors and preferences, and develop targeted marketing.

AccessReal - Anti-Counterfeit

The Power of Product Identity



Bank-grade Security:

- Encrypted Data-Matrix Code for Product Authentication
- Encrypted, Secured Data Transmission and Storage

Advanced Anti-Counterfeit Label:

- Duo-layer Identification Label

Top Layer (Exposed Code):

- ▶ Inquire general product information
- ▶ Logistics tracking



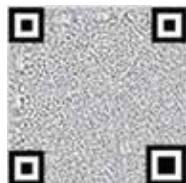
Hidden Layer (Covert Code):

- ▶ Verify product authenticity upon purchase
- ▶ Buyer scans the Covert Code to register for the product ownership. Subsequently, if the Exposed/ Covert code is scanned again, a warning message will be issued.

- Duplication-proof QR Code



- Duplication-proof Feature



- Identity of Things (IDoT) Secured Verification (Supports various identification tagging form factors)



Awards:

- Info Security Product Global Excellence Award
 - 2017 Silver Winner for Best Deployments and Case Studies for Asia Pacific
 - 2017 and 2016 Bronze Winner for Identity Management



- Hong Kong ICT Award 2016 Best Business Solution (Product and Service) Certificate of Merit



- CIO Honour Awards Singapore 2016 Top Vendor in Anti-Counterfeiting and Brand Protection



- Singapore Business Review: National Business Awards, Technology Award Winner



»» Use Case

Liquor Industry (Moutai Club)

- ▶ Dual-layer Anti-Counterfeit Identification Label
- ▶ Data and Privacy Protection for VIP Members



Books and Periodicals (Phygitalbook)

- ▶ Book Identity Code + Content Codes
- ▶ Anti-Counterfeit and Anti-Product Diversion
- ▶ Brings Additional Revenue for Publishers



Various Health Supplement Brands

- ▶ Product Identification Label
- ▶ Brand Marketing
- ▶ Interactive Engagement with Consumers



»» Mobile App



AccessReal Provides You With:



Brand Protection



Consumer Satisfaction



Brand Loyalty



Interactive Marketing



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