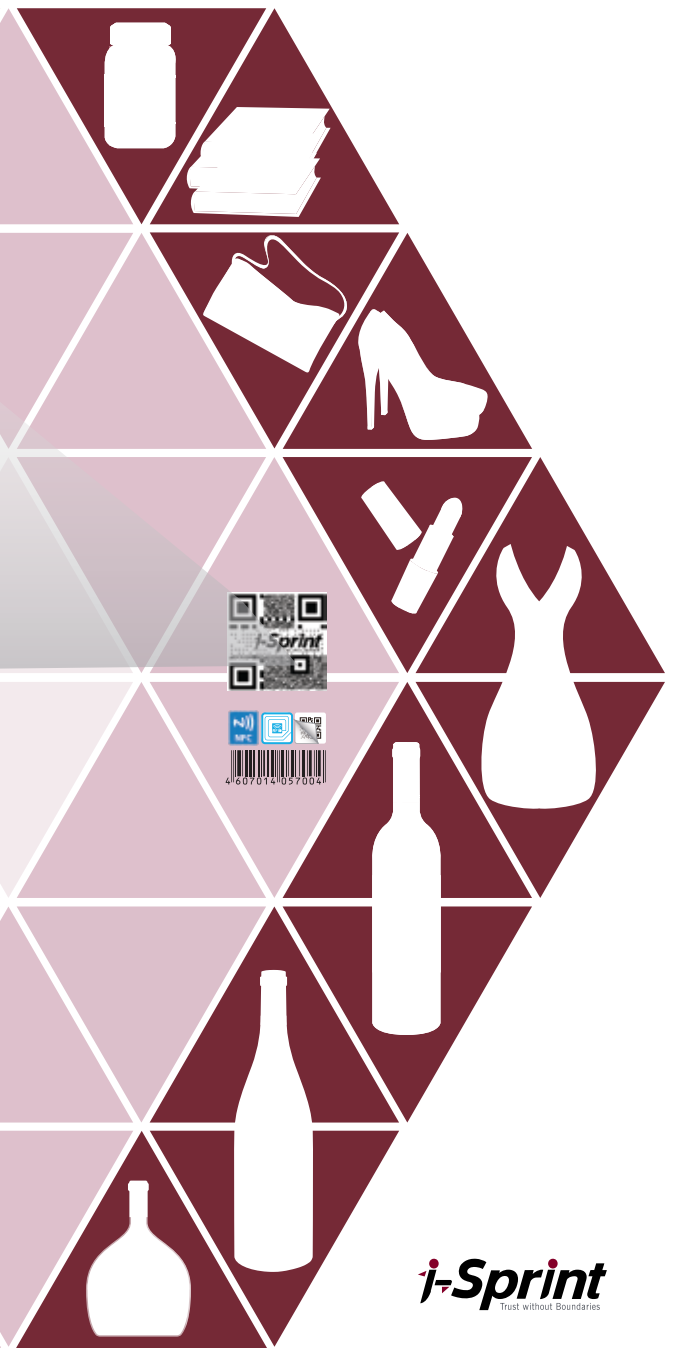


# Brand Protection Solution

Anti-Counterfeiting • Track and Trace • Consumer Marketing



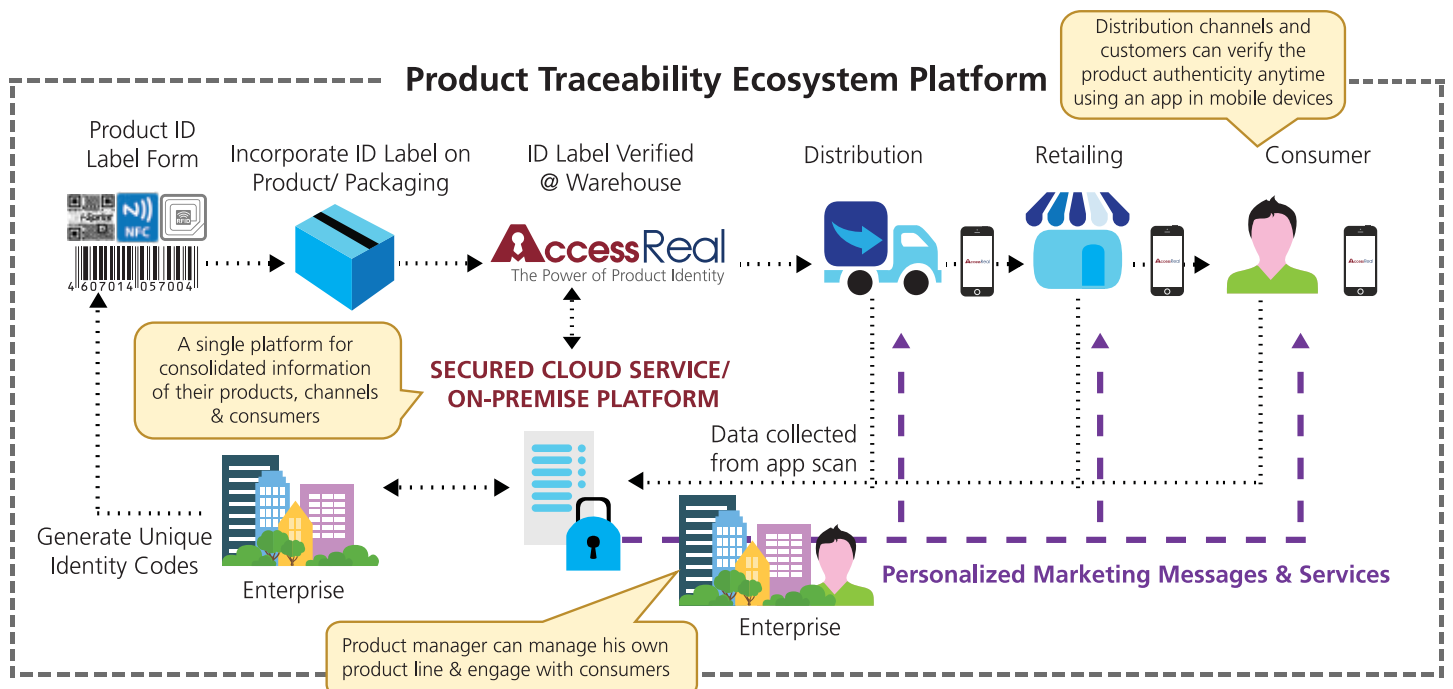
## Addressing Enterprises and Consumers Concerns



## »»» Introduction

AccessReal is a world class brand protection solution for anti-counterfeiting, track & trace and consumer marketing. By providing a unique Identification coding tag (clone-proof AR code, barcode, QR code, RFID, NFC, etc.) for each product, it allows companies to minimize counterfeiting activity, perform product logistics tracking, link customers to the product, and provide business intelligence for better business planning and direct interaction with customers.

Other than the bank-grade security features and data analytics capabilities, AccessReal also provides a mobile platform for consumers, distributors, resellers, and other stakeholders in the supply chain to leverage mobile devices to authenticate the products, receive news/ promotions, and establish direct communication.



# Key Advantages



## 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.



## Real-Time Business Data

Geographical location is automatically captured to AccessReal's secured backend system when a consumer scans the unique ID code. Consumer purchasing habits such as when, where and what is captured during the scanning and such consumer insights provides companies with information to aid in future consumer engagement activities.



## Consumer Engagement

Customized marketing system platform enhances the enterprise direct connection with retailers and consumers. Personalize marketing promotions/messages will be pushed to the target audience to increase consumers' awareness and sales. Options of using the system to do loyalty management, gift management, warranty management and more are also available.



## Product Track and Trace in Supply Chain

Enterprises gain supply chain visibility with every scan of the unique ID code, identifying the current ownership or location of the products. This prevents product diversion and counterfeiting.



## Product Recall

With unique ID code on each product, AccessReal simplifies the process of product recall when the need arises. Companies gain visibility on the current ownership of the affected batch/products, enabling targeted push notification to affected consumers, resellers or distributors for effective recall.



## Bank-Grade Security Technology

AccessReal provides bank-grade level data storage security and end-to-end encryption technology to protect product identity, authenticate unique product ID code and prevent theft and attack. The solution ensures the data and information collected complies with the most stringent privacy laws and regulations.

# »» Identification Tags

Enterprise can choose to implement AccessReal on their product using either single or dual layer identification tag type concept. Each tag type has its advantages - capable of recording the different status of the product. AccessReal supports various identification tags in the market. The following are the three most popular tags been used with the solution:



## Clone-Proof AccessReal Code (AR Code)

Simple logo wording can be added onto AR code



## Quick Response (QR) Code



## Barcode Tag

### Capabilities:

- Product Identity Management
- Anti-counterfeits
- Logistics Track and Trace
- Product Diversion
- Real-Time Heat Map Monitoring
- Distribution Monitoring
- Product Recall
- Gifting Management
- Warranty Management
- Loyalty & Rewards Management
- Marketing Campaign Monitoring
- Pre and Post Sales Marketing
- Personalize Marketing Message
- Third Party Solution Integration (e.g., ERP)

### Suitable for :

- Alcohol
- Auto Parts
- Beauty & Fragrance
- Consumer Electronics/ Home Appliances
- Consumer Lifestyle Products
- Engine Oil & Lubricant
- Fashion & Footwear
- Food & Beverage
- Health Supplement
- Pharmaceutical
- Publishing
- More

	Prevent Duplication	Fight Counterfeits	Analyze Consumer Behavior
1-layer Normal QR/ Barcode	No	No	✓ (limited)
1-layer AccessReal Secured AR Code	👍	👍	✓ (limited)
2-layer AccessReal Coding Scheme (Normal QR Code)	No	👍	👍
2-layer AccessReal Coding Scheme (AR Code + Normal QR code)	👍	👍	👍

## Smart Phone as Scanning Device

AccessReal solution comes with a native mobile app, which supports both IOS and Android platforms. Enterprise can also opt to use web app or social media platform such as WeChat for the product authenticity check.



iOS



Android



WeChat



Web App

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