Obsolescence et contrefaçon des composants électronique

Experts in Security Technologies

- Founded in 2004
- Prooftag develops security and traceability solutions for :
  - document certification
  - brand protection
  - tax stamps

Prooftag in the Security Industry

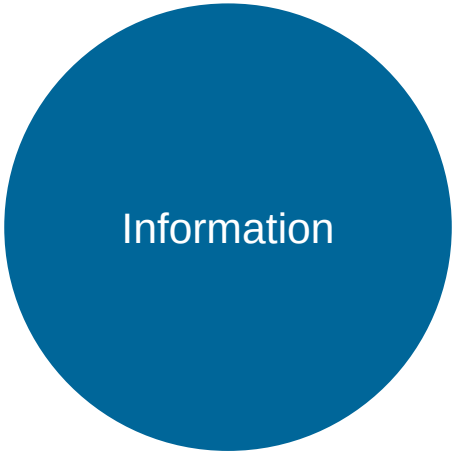
- Prooftag is an active member of several international organizations
- Prooftag participates to the redaction of the future standards
- Prooftag is a member of several innovation clusters

Brands needs

Multiple needs…

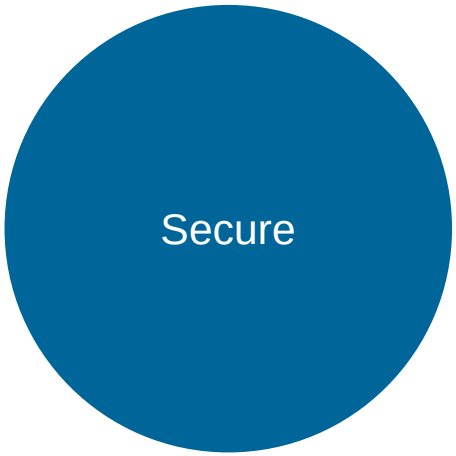
- **How do you analyze your risk toward counterfeiting?**
- **How do you monitor the market?**
- **Can you authenticate and trace your own product?**
  - How, where, who?
- **Do you repair your own products and include counterfeiting in your quality management system?**
- …

- **Who distribute your products and where?**
- **How do you imply the distributors and how do you monitor them?**
- **What happen to unsold products?**
- **Do you monitor the web?**
- **…**



- **Where can we buy your products?**
- **How can I know that a distributor is accredited?**
- **How can I know if that product exist?**
- **What is your communication policy if a fake is found on the market?**

several answers…



Origin
- Prove the origin of the product / document
- Prove the authenticity of the product / document with multiple security levels

Integrity
Prove the physical and data integrity of the product / document

Deterrence
Dissuade counterfeiters

Production
Track and manage serialized production

Distribution
Manage the distribution networks to identify diffusion points

Returns
Monitoring of the return process

Assistance
Reassure your consumers by providing direct assistance in the verification of a product / document

Relationship
Interact with consumers and collect valuable information

Value
Bring valuable information to clients

… a combined solution

- Integrate into security seals a solution that links customer relationship to the authenticity needs, to identify parallel markets.

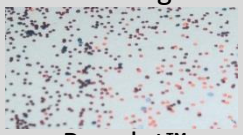
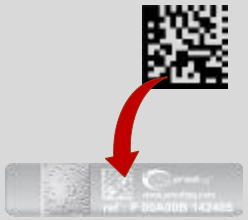
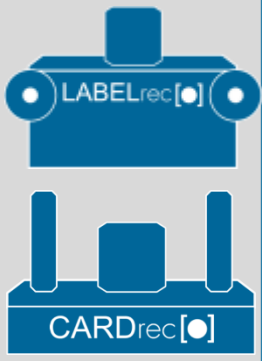
Our Technologies

Chaometry

- Prooftag develops security solutions based on visible chaometric features. These features are originated from a natural phenomenon independent from any human intervention.
- Based on those features Prooftag has developed a comprehensive ecosystem

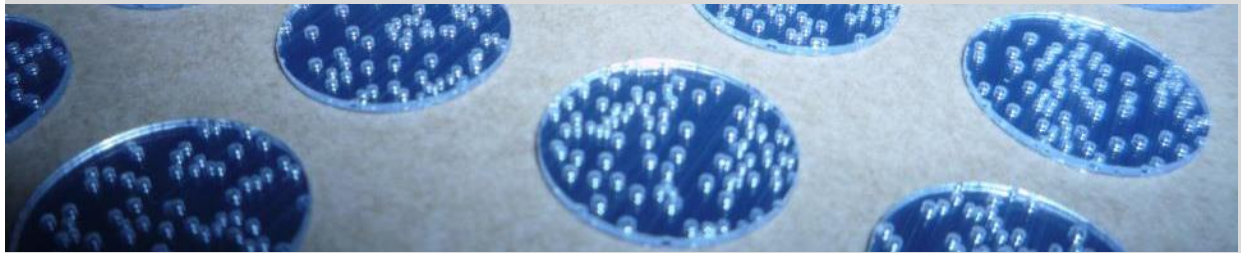
Our Concept : security through chaometry

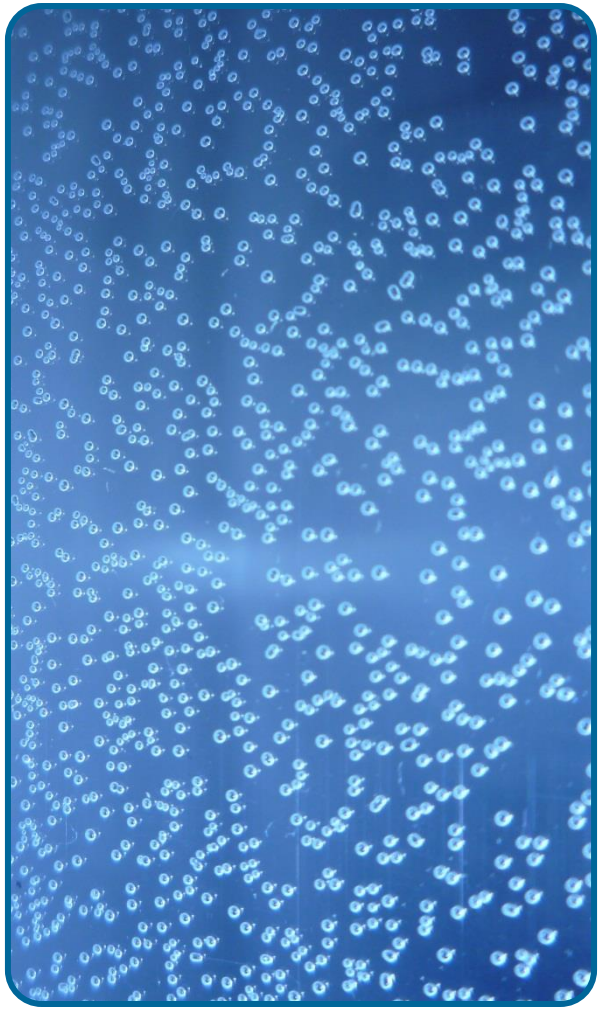
- Data Storage
- Value added services

Generation	Converting	Serialization	Recording	Certification	Authentication
Chaotic security material Bubble Tag™ Fiber Tag™  Ramdot™	Turn the material into a unique security item (seal, label, card…) 	Print a unique reference on the security item  	Record the chaometric feature with its unique reference 	Associate the unique security item to the description of the product or document 	Verify the authenticity of the item • visually • electronically

Bubble Tag™

- A spontaneous generation of bubbles inside a transparent polymer.
- This constellation of bubbles forms the basis of the identity given to a product or document. **Each Bubble Tag™ is unique and impossible to replicate, even by Prooftag**. Those Bubble Tags™ are then serialized with a 2D code before being recorded into a database system.





Ramdot™

- A random dispersion of optical variable particles. Those particles are security features with optically variable colors.
- Ramdot™ results from a dispersion process develop by Prooftag on its production equipment. Each unique Ramdot™ is then serialized with a 2D code before being recorded into a database system.

FiberTag™ in partnership with

NEENAH PAPER

AVERY DENNISON

Inspired Brands. Intelligent World.™

prooftag™

- A random dispersion of security fibers of different colors incorporated into the paper pulp at the production stage.
- Each random dispersion of colored fibers is associated to a serialized 2D code to create a unique fingerprint for each label. This provides intrinsic authentication that is unclonable and cannot be duplicated.

prooftag™

Application to products

A 4 steps process

1. Design your Security Seals
2. Apply Security Seals onto your products
3. Activate Security Seals in the Prooftag Cerv
4. Authenticate Security Seals

1 - Design your Security Seal

Make your own personalised seal

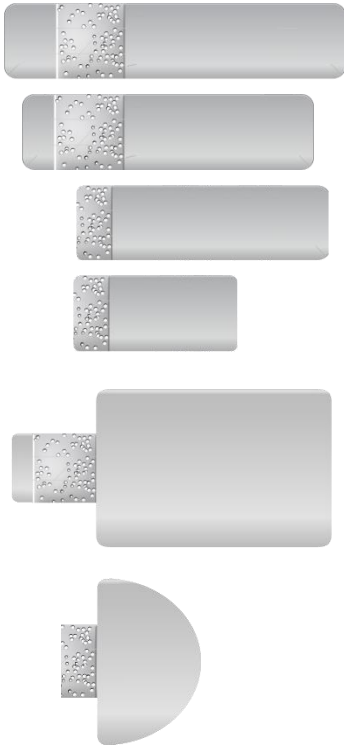
Chose the technology

- Bubble Tag™

- Ramdot™

- FiberTag™

Select the shape and dimensions



Define your color

Personalize your seal with:

- Logo
- Printing Color
- Website
- Datamatrix / QR Code
- Security Key

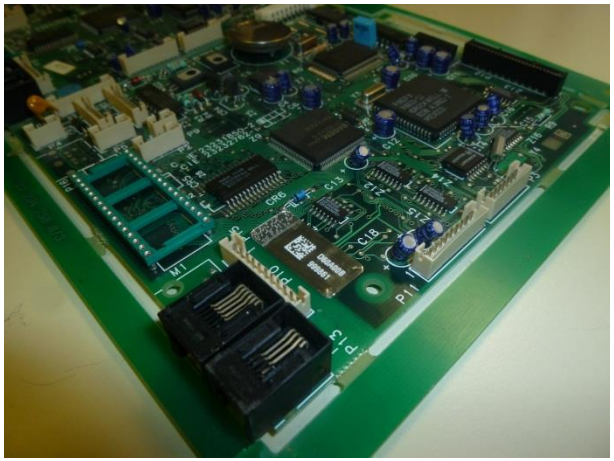
2 – Application on products

On parts packaging

To ensure the authenticity, traceability – and integrity – of components.

On board

To authenticate and trace individual electronic boards.



On systems

To authenticate, trace and ensure the integrity of sensitive systems containing several electronic boards.

On packaging

To authenticate, trace and ensure the integrity of products in the supply chain.

3 - Activate the security seal in the database

Prooftag Cerv

- Prooftag Cerv service platform offers an online comprehensive ecosystem for certification, authentication, traceability and interactive marketing services.
- Prooftag Cerv interface is a web based software as a service (SaaS). Thanks to Prooftag Cerv right holders can manage online the certification of their products and/or documents and all associated services.
- With Prooftag Cerv, right holders can create their custom interface and adapt it to their needs by purchasing additional services offered on this interface.

A cloud of services

4 – Authenticate Security Seals

Visual authentication on the web

A visual authentication accessible from anywhere, by anyone using a web connection:

1. **Go to the webpage given**
2. **Enter the reference**
3. **Compare the tag with its image**

VIDEO : http://vimeo.com/37806535

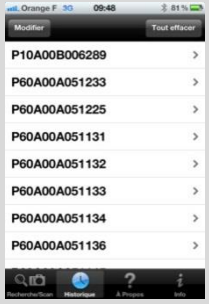
Mobility

Producers who whish to favor ease of use by consumers can adopt the QR Code on their security seal.

The QR Code, a global standard for interactive marketing on mobile phones, authorized a quick access to the unique authentication page of each tag whatever the mobile phone and application used.

Visual authentication with I-Proof

- The Prooftag application to scan the security seals 2D codes (datamatrix & QR Code) and get a direct access to the authentication page.
- Prooftag can develop your own personalized application



Available on the App Store

BlackBerry App World™

ANDROID APP ON Google play

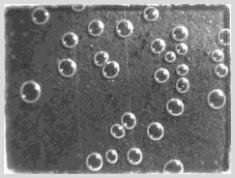
Electronic authentication

A professional mean for formal authentication

The Bubble Tag™

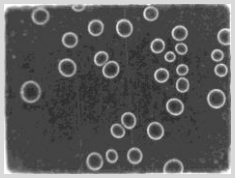
3-Dimensional verification

The Bubble Tag™ is lightened from different angles

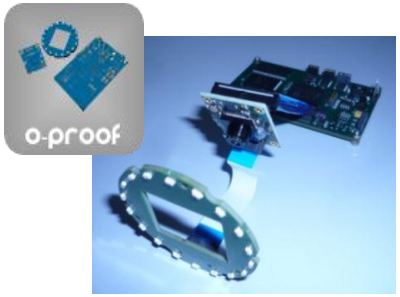


Authenticity verification

Under a diffused lighting, the reader calculates the authentication signature

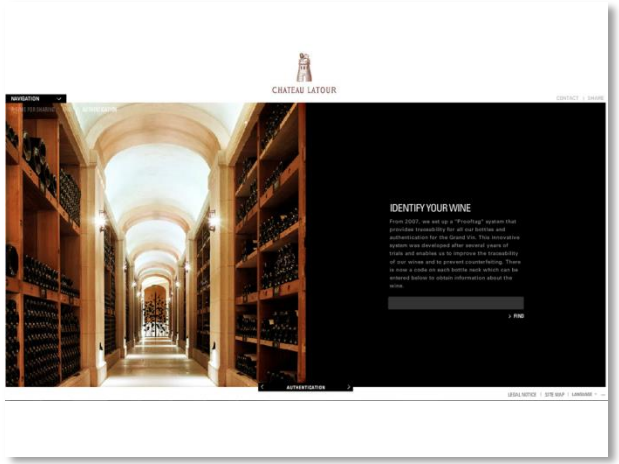


Readers Range



They have chosen our security seals

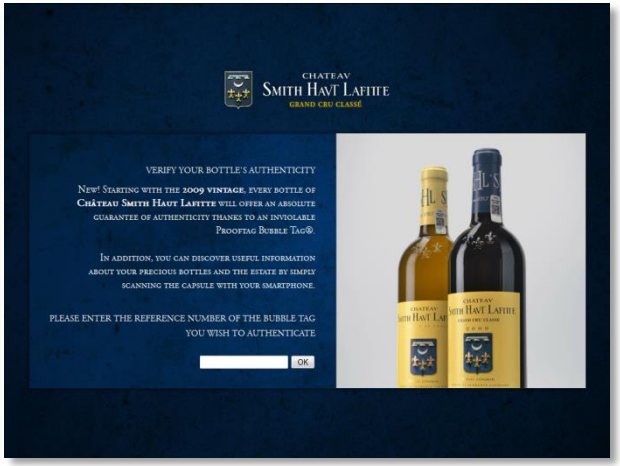
prooftag™


CHATEAU LATOUR
IDENTIFY YOUR WINE

DOMAINES BARONS DE ROTHSCHILD (LAFITE)
Authentication
News History Professions Photo gallery Recipes Distribution network
► Bordeaux Estates ► Other Estates ► The DBR Collection
AUTHENTICATION
Check the authenticity of your bottle of Château Lafite Rothschild and Carruades de Lafite.
In order to guarantee the authenticity of our bottles of Château Lafite Rothschild and Carruades de Lafite, an authentication seal will be affixed on all capsules of labelled bottles from February 2012.
The implementation of this system reflects Domaines Barons de Rothschild (Lafite)'s commitment to prevent counterfeiting in an efficient way and to assure consumers quality guidance.
In order to check the authenticity of your bottle, enter in the box below the alphanumeric code that appears on the bubble tag.
Château Lafite Rothschild
Carruades de Lafite

AUTHENTICATE your bottle
CHÂTEAU MARGAUX
CHECK the authenticity of your bottles
Introduce the code inscribed on the seal of your bottle :
OK

AUTHENTICITY
Check the authenticity of your bottle of Château Palmer or Alter Ego.
DOUBLE PROTECTION
IDENTIFY AND AUTHENTICATE YOUR BOTTLES
Enter the code of the bottle to authenticate
Ex: W01J09B000055


CHATEAU SMITH HAUT LAFITTE
GRAND CRU CLASSÉ
VERIFY YOUR BOTTLE'S AUTHENTICITY
OK

CHÂTEAU AUSONE
ST EMILION
CHATEAU AUSONE
SAINT-EMILION
2000

2006
MAZOYÈRES-CHAMBERTIN
GRAND CRU
DOMAINE
PERROT-MINOT
Domaine
Henri Perrot-Minot
www.prooftag.com
ref : w01a80b 015585

DOMAINE
DES COMTES LAFON
MEURSAULT
CLOS DE LA BARRE
2002
DOMAINE DES COMTES LAFON

Grand Vin de
Bourgogne
Fondé en 1872
DOMAINE PONSOT

LA CHAPELLE
HERMITAGE
PAUL JABOULET AÎNÉ
LA CHAPELLE
HERMITAGE
PAUL JABOULET AÎNÉ

DOMAINE
G. ROUMIER
Bonnes-Mares
GRAND CRU

DOMAINE LEFLAIVE
Puligny-Montrachet
2005

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CHATEAU MONTELENA
Chardonnay
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Toscana

RIBERA DEL DUERO · DENOMINACIÓN DE ORIGEN
PINGUS
Embotellado por Dominio de Pingus, S.L.R.E.: 7268-VA
Quintanilla de Onesimo. (Valladolid)
14% Vol.
PRODUCE OF SPAIN
750 ml
PINGUS

PILLITTERI
ESTATES
Winery
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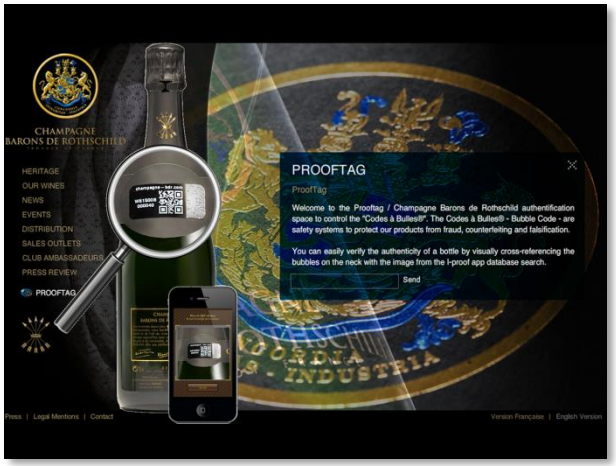
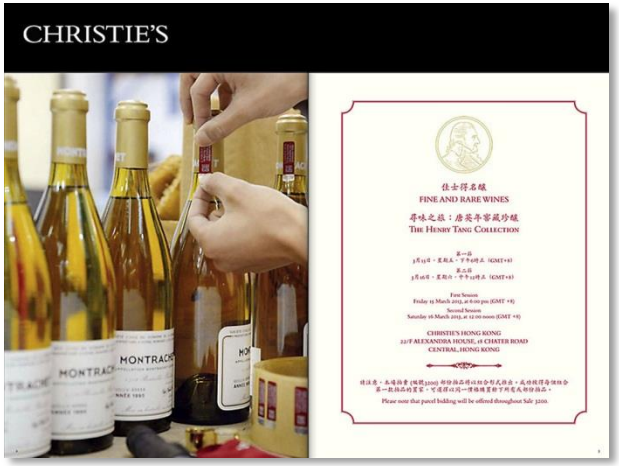
W61M00A 047203


CHAMPAGNE
BARONS DE ROTHSCHILD
HERITAGE
OUR WINES
NEWS
EVENTS
DISTRIBUTION
SALES OUTLETS
CLUB AMBASSADEURS
PRESS REVIEW
PROOFTAG
PROOFTAG
ProofTag
Welcome to the Prooftag / Champagne Barons de Rothschild authentification space to control the "Codes à Bulles®". The Codes à Bulles® - Bubble Code - are safety systems to protect our products from fraud, counterfeiting and falsification.
You can easily verify the authenticity of a bottle by visually cross-referencing the bubbles on the neck with the image from the I-proof app database search.
Send
Press | Legal Mentions | Contact
Version Française | English Version

CHAMPAGNE
Andreani·Besnier
·POUR·
Café Café
CHAMPAGNE


CHRISTIE'S
MONTRACHET
佳士得名釀
FINE AND RARE WINES
尋味之旅：唐英年窖藏珍釀
THE HENRY TANG COLLECTION
CHRISTIE'S HONG KONG
22/F ALEXANDRA HOUSE, 18 CHATER ROAD
CENTRAL, HONG KONG
Please note that parcel bidding will be offered throughout Sale 3200.

LA MONDOTTE
CHATEAU
Canon-la-Gaffelière
CLOS DE L'ORATOIRE
CHATEAU
D'AIGUILHE
Comtes de Neipperg

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HAUTLENCE

PARMIGIANI
FLEURIER
PARMIGIANI

ZENITH
ZENITH
INTERNATIONAL WARRANTY

BLACKSAND
GENÈVE
BLACKSAND
GENÈVE
CERTIFICATE
OF AUTHENTICITY
SEMPER FIDELIS

RESSENCE
RESSENCE

ULYSSE NARDIN
SINCE 1846
LE LOCLE - SUISSE
ULYSSE NARDIN
International Warranty.

prooftag™

mix-style TOKYO

Archean TECHNOLOGIES

BIOLOGIQUE RECHERCHE PARIS

LABORATOIRES FILORGA PARIS

MOTUL

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INSTITUT NATIONAL
DES SCIENCES APPLIQUÉES
DE TOULOUSE
DIPLÔME D'INGÉNIEUR
GRADE DE MASTER - MASTER'S DEGREE

2011
10
SOLS-VIOLETTE
La richesse se créée quand la monnaie circule
sol
échanger autrement
www.sol-violette.info
contact@sol-violette.info
W60A00A
000579
Coupon limité à 3 mois entre adhérents du Sol-Violette
DIX
SOLS-VIOLETTE

BOU'SOL
SPECIMEN
BOU'SOL
La richesse
se crée
quand la monnaie
circule...
Ce billet garde sa valeur la plus forte pendant deux mois
Photo CAB - Y Guillou

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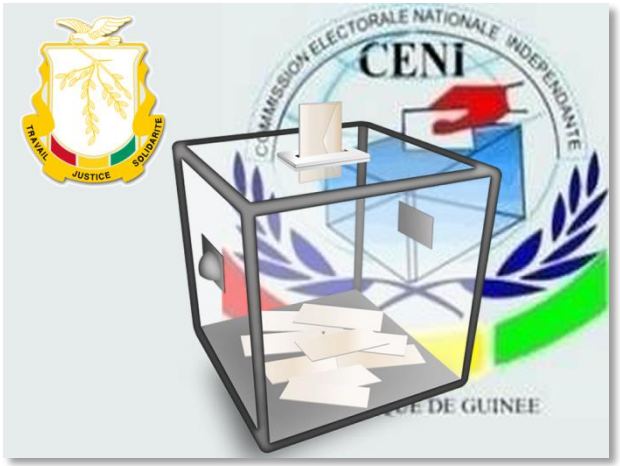
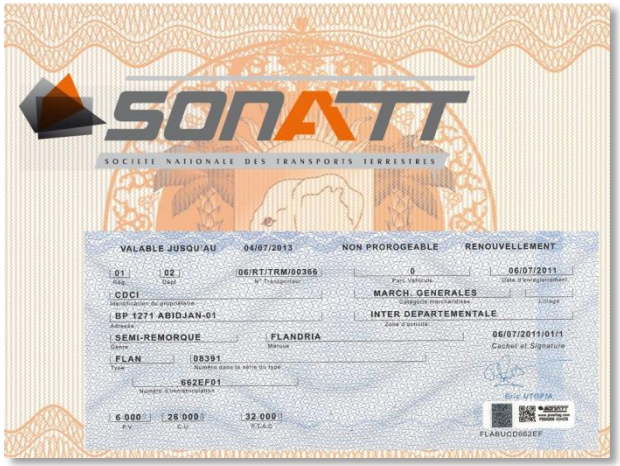
ATTESTATION DE RE
CONVENTION DE VENTE DE PARCELLE
CERTIFICAT DE MUTATION
Exemplaire de Démonstration
Exemplaire de Démonstration

REPUBLIC OF THE PHILIPPINES
SEAFARER'S IDENTIFICATION AND RECORD BOOK
SPECIMEN
SPECIMEN

SONATT
SOCIETE NATIONALE DES TRANSPORTS TERRESTRES
RÉPUBLIQUE DE CÔTE D'IVOIRE
UNION - DISCIPLINE - TRAVAIL
CARTE DE TRANSPORTEUR DE MARCHANDISES
SPECIMEN


COMMISSION ELECTORALE NATIONALE INDEPENDANTE
CENI
TRAVAIL
JUSTICE
SOLIDARITE

PREMIER MINISTRE
MINISTERE DES AFFAIRES ETRANGERES ET EUROPEENNES
MINISTERE DE L'INTERIEUR, DE L'OUTRE-MER ET DES COLLECTIVITES TERRITORIALES


SONATT
SOCIETE NATIONALE DES TRANSPORTS TERRESTRES
VALABLE JUSQU'AU
04/07/2013
NON PROROGEABLE
RENOUVELLEMENT
06/07/2011
CDCI
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