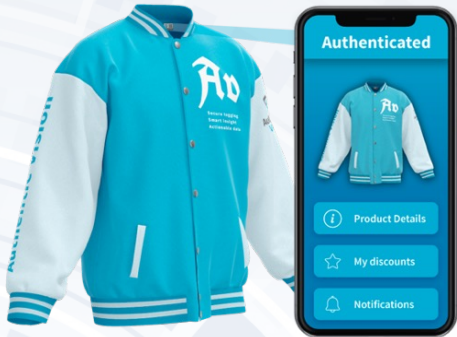


# Introducing



# Authentic Vision

# Meta Anchor for Luxury and Apparel



As the market for digital goods continues to expand rapidly, consumers are eager for new kinds of immersive experiences that blur the lines between the digital and the real world. Authentic Vision is a leading provider of mobile authentication solutions designed to protect your organization's investment in product innovation, brand value, and reputation while creating new opportunities to increase trust and engagement with consumers.

Authentic Vision's patented Meta Anchor™-technology, which consists of the Holographic Fingerprint label, mobile authentication app, and real-time analytics capabilities protect physical assets from counterfeiting and creates

opportunities for brands to securely connect their digital assets to digital value in Web3 applications. The technology enables a wide range of use cases to engage with consumers through loyalty programs, incentives and future experiences.

## BENEFITS



Instant, automated verification of authenticity



Secure consumer engagement



Prevent warranty fraud



Engage with installer community



Protects & grows legitimate revenue



Precise Geo-location of counterfeit attempts & gray market activity



Highly secure & tamper proof solution



Reduction of liability



Fast implementation of recall actions



## USE CASES

### Anti Counterfeiting

Highly scalable and secure labels to tag luxury products.

### Anti Diversion

Track and monitor products through real time data and analytics capabilities.

### Sealing

Seal packaging individually to ensure that the products are unopened.

### Digital Product Passport

Store product related data digitally and connect it to the physical product.

## WHY ARE WE MAKING A DIFFERENCE?



### Security

Physical randomness in production creates a unique Holographic Fingerprint™ that can only be produced once.



### Ease of Use

Authentication with any type of smartphone. No further training or specialized equipment required.



### Instant Results

Clear positive/negative verification results at the first scan.



### Actionable Data

Precise geolocation of scan interactions provide actionable data.