



ORIGINALLUXURY

T4T Tech Partners

AUTHENTIC VISION

Technology for Transparency Report
3rd Edition
December 2024



**Authentic
Vision®**

Company Information:

Authentic Vision GmbH

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Austria

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Marketing

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Website:

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Company Description:

Authentic Vision, headquartered in Salzburg and with a global presence, has more than a decade of expertise across multiple industries. We support global brands to combat counterfeiting, fraud, and unauthorized gray market activities, all while fostering exceptional customer experiences. As a leading provider for Secure Product Digitalization and Mobile Authentication, our commitment to research and development ensures that we equip our customers with the technology of tomorrow. Additionally, its Meta Anchor™ technology bridges physical products with digital assets, enhancing brand interaction.

Number of employees: 11-50

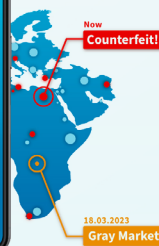


VISION

To safeguard companies and consumers and enable incredible experiences that securely bridge the digital and physical world, built on a transparent ecosystem of partners inspired to create innovative solutions around our technology.



Holographic Fingerprint™
can only be produced once



Solution I:

Solution Name

- Mobile Product Authentication

Solution Overview

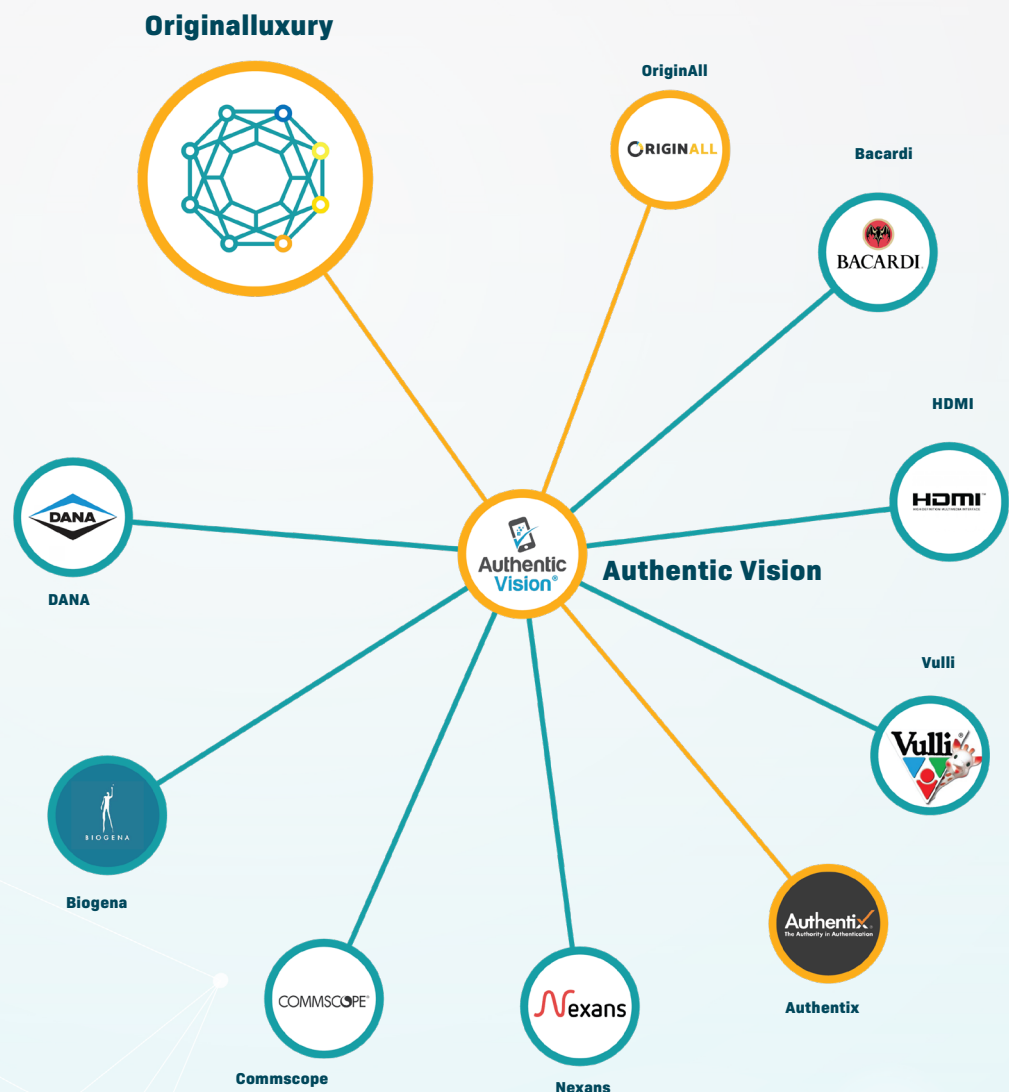
- Authentic Vision provides anti-counterfeiting solutions using its patented Holographic Fingerprint™, enabling instant product authentication with any smartphone and connecting physical products to digital assets for enhanced brand protection and customer engagement.

Geography:

- Global

Legend:

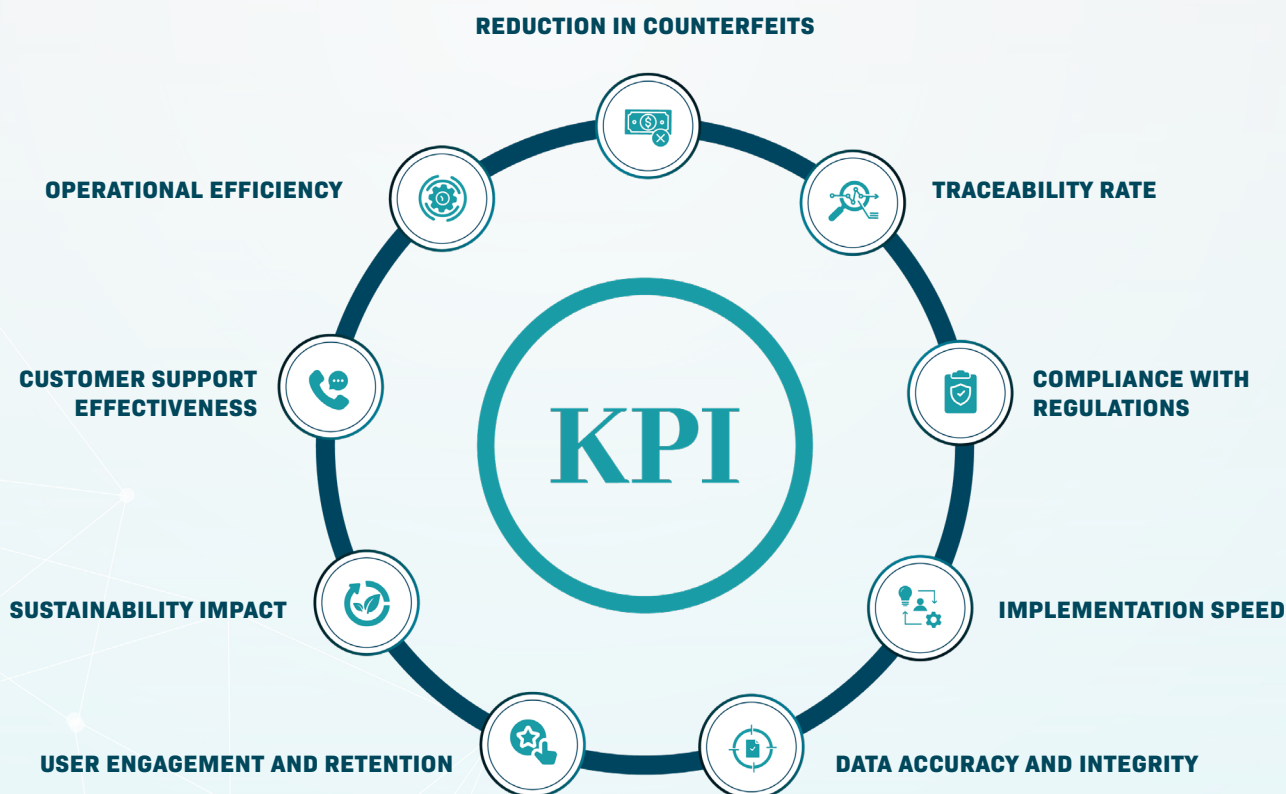
- Core Organization
- Partnerships
- Clients



Technology Used:



KPIs used to measure the effectiveness of our solution.



Data Points for solution:



Number of brands/suppliers adopting the solution

- >50 customers

Contact Information:

- **Support@authenticvision.com**

Use Cases: Success Stories

Nexans – Success Story

Nexans



Nexans (FR)

Leader in the design and manufacturing of cable systems and services across five main business areas: Energy Generation & Transmission, Distribution, Usages, Industry & Solutions, Telecom & Data.

25,000 people in 42 countries, €6.1 billion generated in standard sales in 2021.

Achievement

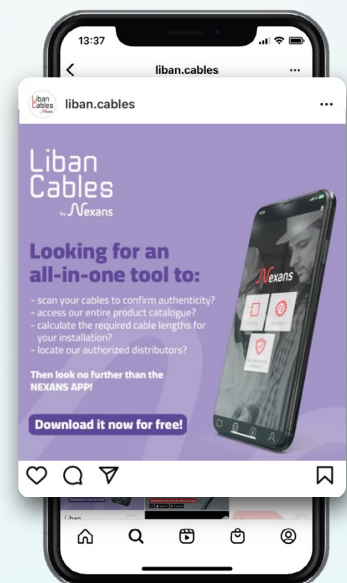
After a 3-month test phase, the AV solution was deployed for Nexans products in Peru and Lebanon; deployment in other countries is planned.

“Through our partnership with Authentic Vision, digital innovation plays a key role in our customers’ safety. It helps Nexans guarantee its products’ conformity in terms of manufacturing and safety standards”

Jérôme Fournier, Vice-President Innovation

Nexans Liban Cables – Success Story

Liban Cables
by Nexans



Indeco – Success Story



Original vs Fake
(original is tagged with AV Holographic Fingerprint)

INDECO (PER)

Cable and wire manufacturer in Peru - Part of Nexans Group

Problem

- Steel/Aluminum is used instead of copper: Different resistance of material generates more heat
- Insulation material is not fireproof: high risk of fires and potentially hazardous to health

Achievements

- INDECO generates increased revenue on the AV labeled products
- Clients start to demand products with the AV label applied
- Electricians enthusiastic about having a efficient mean to authenticate products

CommScope – Success Story



CommScope (US)

Leading provider of enterprise network equipment and advanced infrastructure solutions based in the US.

Problem

Former security tag allows visual inspection only, causing counterfeiting issues, loss of revenue and brand damage.

ACHIEVEMENT

Since the deployment of the program, thousands of scans of blacklisted labels have been captured, allowing CommScope to act quickly to investigate and shut down counterfeiting.

Bacardi Dewar's



UniCredit Group – Success Story



BANK AUSTRIA (AUT)

Bank Austria is one of the biggest banks in Austria and belongs to the international banking group UniCredit.



Fraud Prevention

- Stop phishing
- Prevent Social Engineering



Mobile Onboarding

- Streamline initial customer onboarding process
- Solves for additional onboarding needs e.g. loss, theft, defects, etc.



Card Activation

- Make complex activation process obsolete
- Improve customer experience



Secure Transactions

- High risk/value transactions
- E-Commerce transactions



Knowledge Factor Reset

- Password reset
- PIN reset

LIONSGATE



LIONSGATE (USA)

Lionsgate piloted a successful program with Authentic Vision as part of its 4K Ultra HD Blu-ray release of “Robin Hood” and based on the successful results, used AV technology broadly in the “John Wick 3” release to limit unauthorized code sharing.

ACHIEVEMENT

The digital-copy insert inside select “Robin Hood” 4K Ultra HD Blu-rays includes a “Lionsgate VIP” label. Using the Lionsgate VIP mobile app, users scan to authenticate the label and access their digital copy of the movie.



“Authentic Vision labels provide an efficient, customer-friendly way for Lionsgate to control access to digital copies of its films.”

BRIAN DAY, SVP STRATEGIC PARTNERSHIPS, LIONSGATE