

XIPHOO

Secured Authenticity

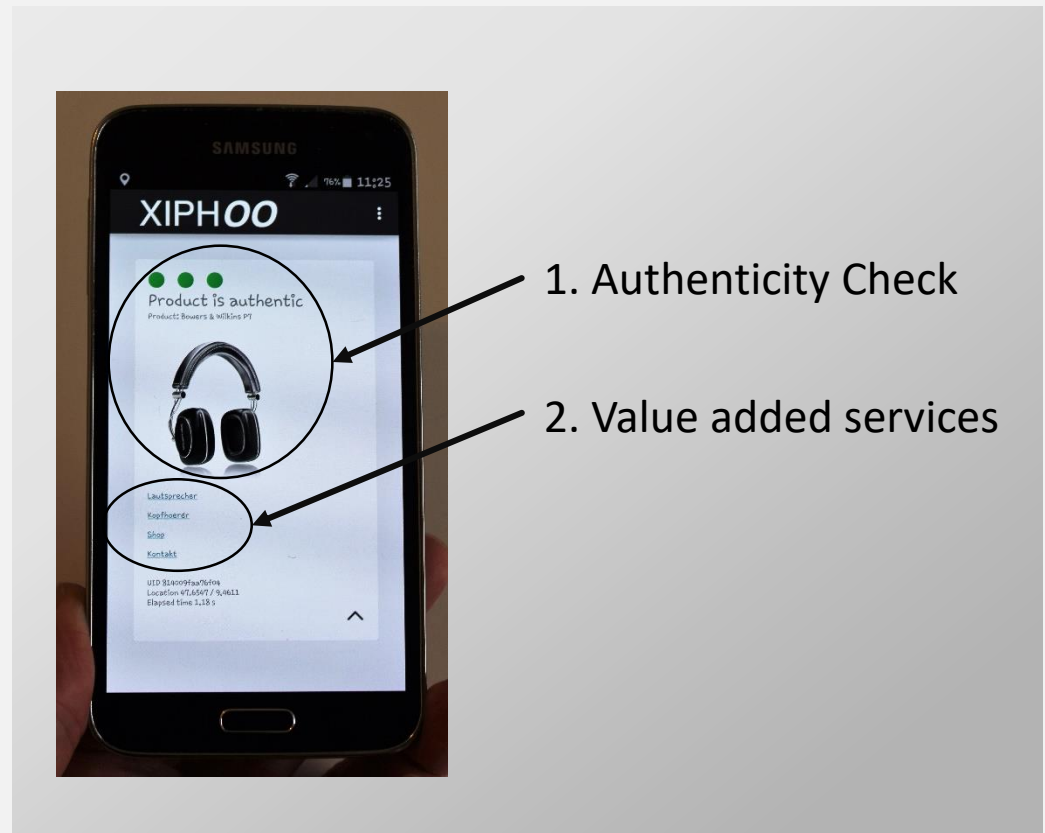
The Problem

- 7-10% of global merchandise trade is counterfeit
- Cost of counterfeit goods estimated between USD 1.2-1.7 trillion in 2015
- 10-30% of all pharmaceutical drugs are counterfeit and up to 1 Million people die annually from counterfeit pharmaceuticals
- Worldwide security printing (barcodes, holograms, special inks, etc.) to become a USD 35.3 billion market by 2018
- Counterfeit spare parts and consumables in transportation and medical sectors put lives at risk

Source: World Bank, WHO, Interpol, ICC, Vandagraf International

The Solution: Cost efficient product authentication

- XIPHOO has unique (patent pending) and secure* low-cost solution to authenticate products
- End-consumers can use a Smartphone to verify and authenticate the NFC-Tagged products
- Technology supports value added service: Serial number, link to product page, ...



*Fraunhofer AISEC verified

Overall Process

XIPHOO / Licensee

Step 1

Pre-programmed
RFID Tags



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Attach or embed
tag to product or
packaging

Step 2

App incl. cloud
computing



Step 3

Authentication
service to
customers



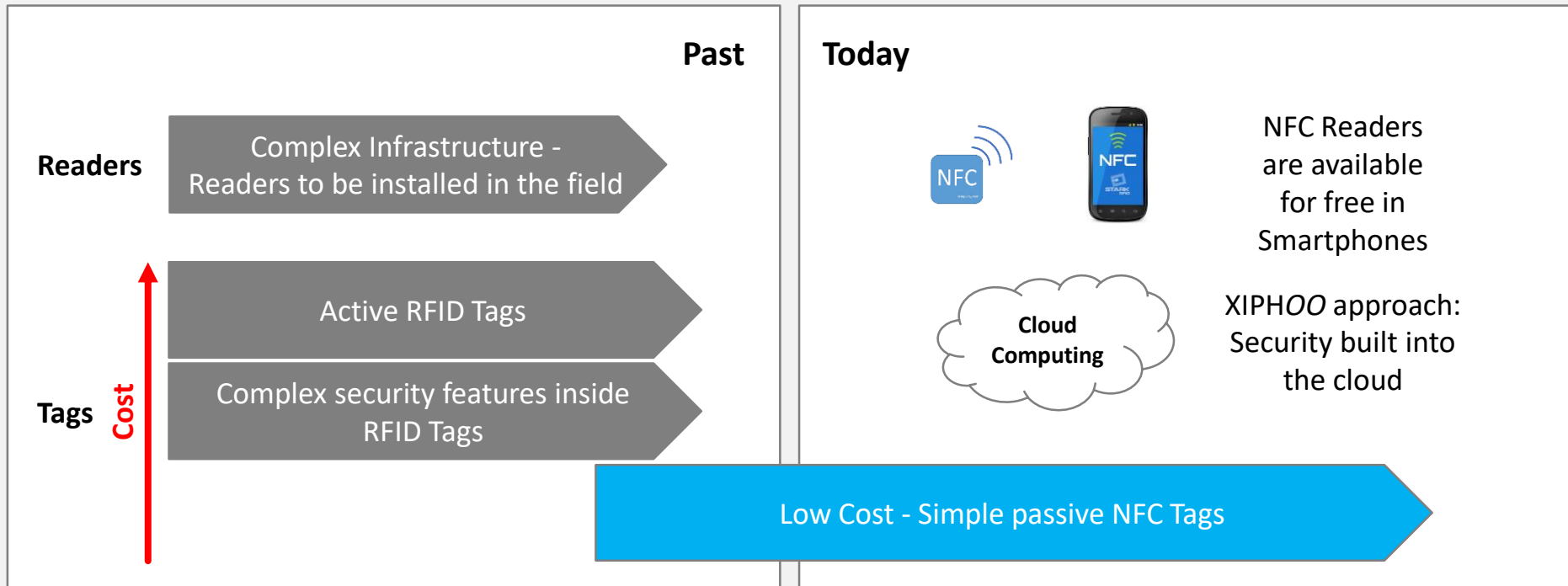
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Optional: Offer
own Marketing
Services via App

**Manufacturer /
Seller**

Why NFC - Why XIPHOO - Why now?

- **End customers:** Increased anonymity of sales process creates demand for more security
- **Manufacturers:** Demand for secure data link to end customers increases
- NFC-Tags are suitable for **IoT-applications**
- Smart technologies have become available only recently: **Cloud Computing, NFC**



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Xiphoo GmbH
Elsterstraße 23
82223 Eichenau
Germany