

Soluzioni per anticontraffazione basate su elementi otticamente variabili



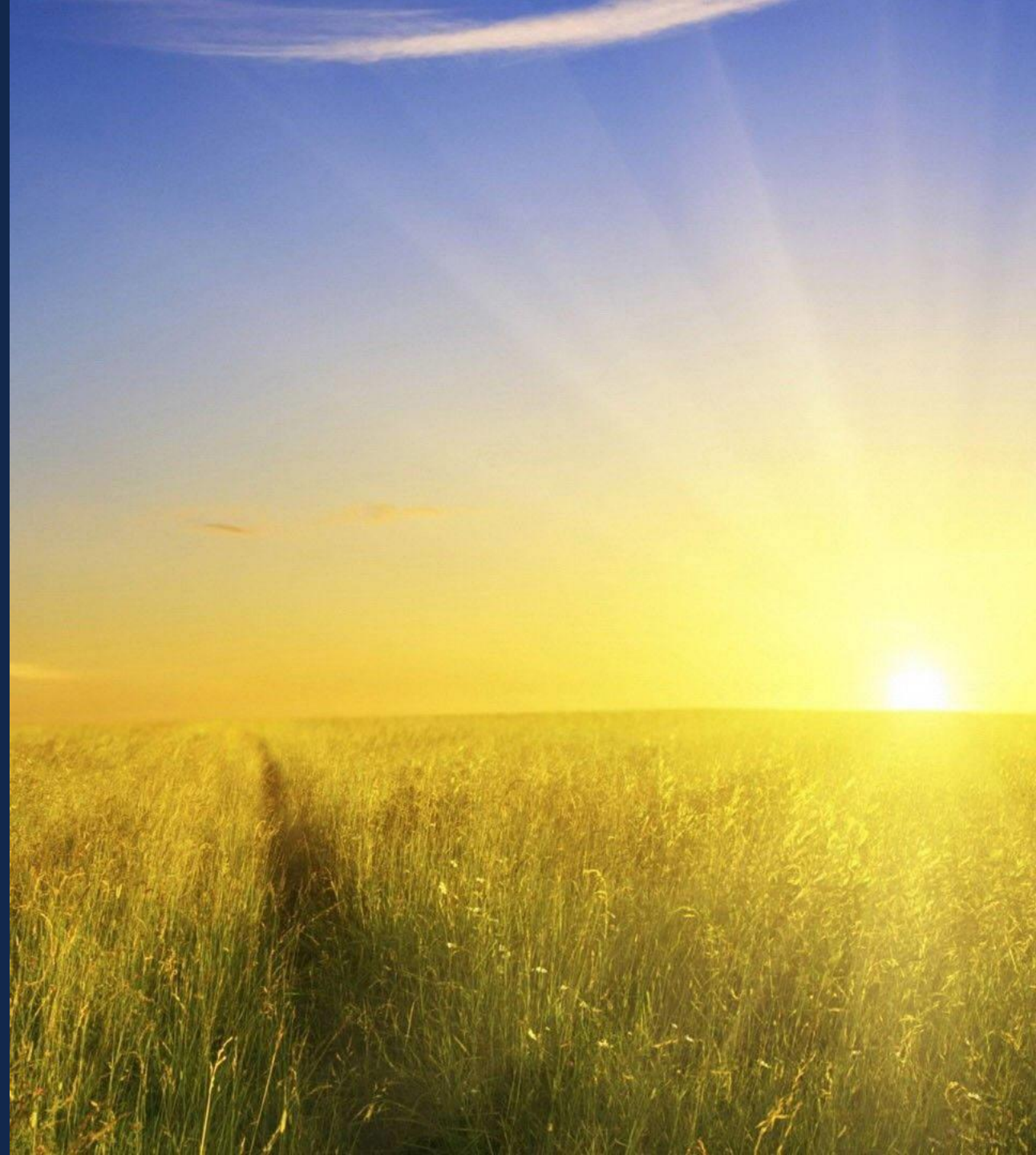
Agenzia per l'Italia Digitale

Cristian Bussaglia - Regional Sales Director

April 19, 2024

CRANE
NXT

CRANE CURRENCY
PART OF CRANE NXT





OUR PURPOSE

We give people confidence every day in moments that matter.

Together, we are a passionate team of creators and problem solvers, united by our mission to secure, detect, and authenticate what matters most.

Around the world, our customers trust us to anticipate their needs with innovative, reliable, and high-quality solutions and services—just as they have for generations.

It's how we are creating a more secure world and helping people have confidence every day in moments that matter.

CRANE
NXT

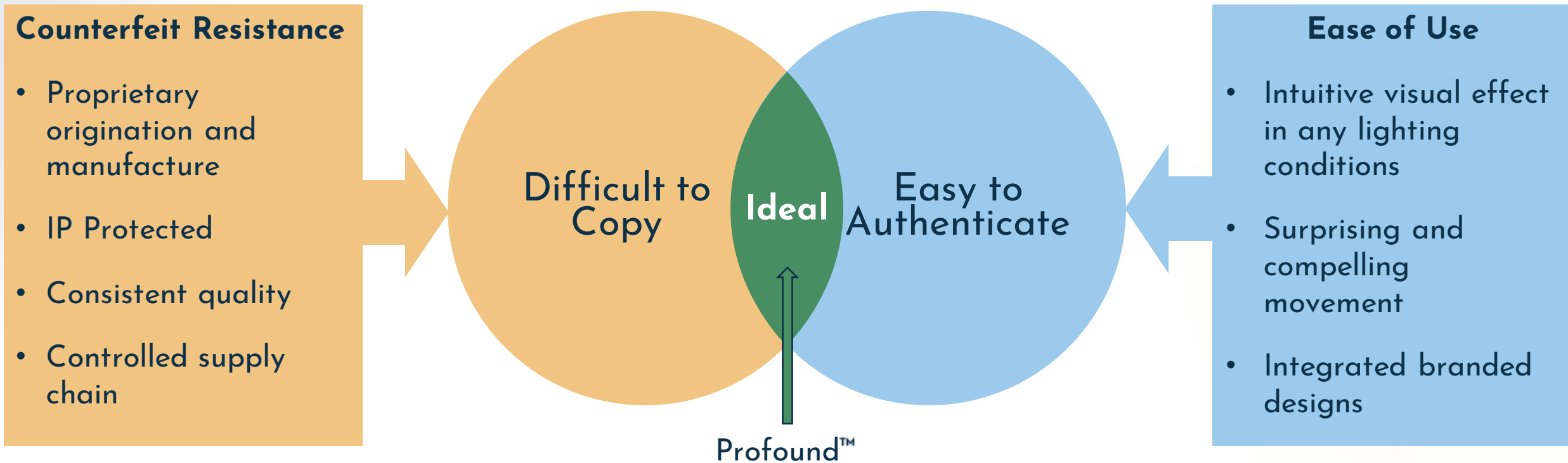
Who is Crane Currency?

- Crane Currency is a leading anti-counterfeiting company, producing banknotes, security features and labels to address the most pressing fraud risks.
- Our Profound™ micro-optic technology is the most desired overt feature in the market, as it is easy to authenticate and very difficult to replicate.
- It can be perfectly integrated into the identity of a brand, allowing it to tell its own story.



Crane Currency MOTION® has secured the USD100 since 2013.
Crane micro-optic security threads have been specified in over 170 banknotes worldwide.

An Ideal Public Security Feature Needs To Balance Counterfeit Resistance With Ease Of Use



Why Profound™ Micro-Optics Are Superior Overt Security Features

- Visually Compelling
- Easy To Authenticate
- Difficult To Copy



Many Different Effects Are Available



Effect that appears above the surface and turns on and off as label is tilted. Alternates between two images.



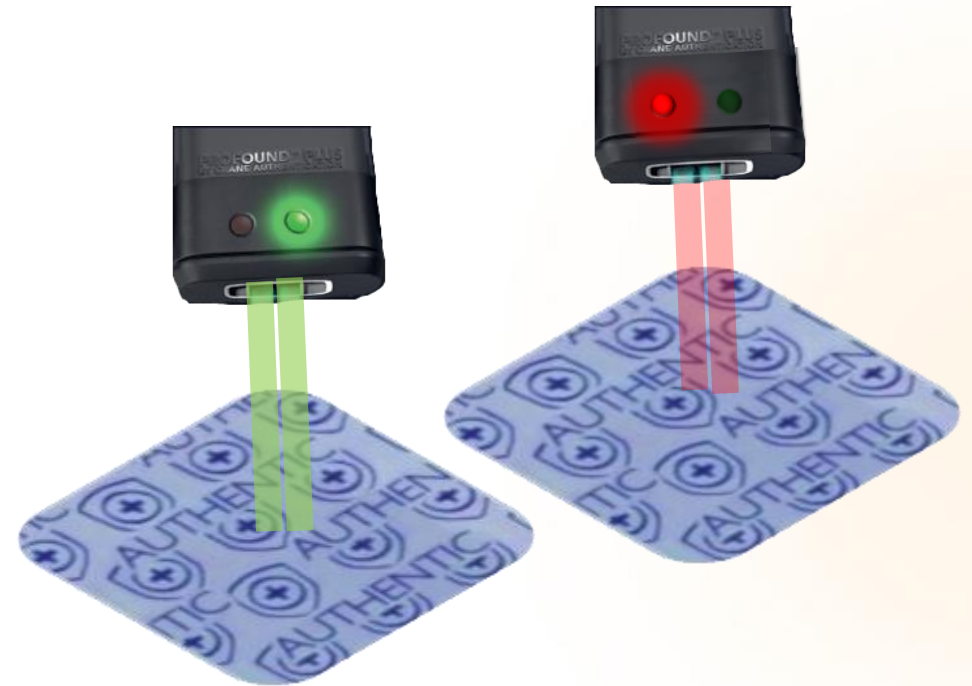
An image that appears below the surface will change into another image.



Three or more levels of images appear below the surface of the label.

Covert Taggant for Handheld Readability

- ◆ Requires a handheld device to read (Yes/No)
- ◆ Uses IR light for detection
- ◆ Invisible to human eye





What Problems Do We Solve?

- We protect innovation, know-how and high-quality creations of brands.
- We protect the safety and health of citizens.
- We deter counterfeiting.
- We ensure genuine traceability by securing the link between the physical object and its digital identity.
- We ensure document and product authenticity.

What's next?

Profound™ Smartphone Authentication



