VIDITRUST
TRULY YOURS

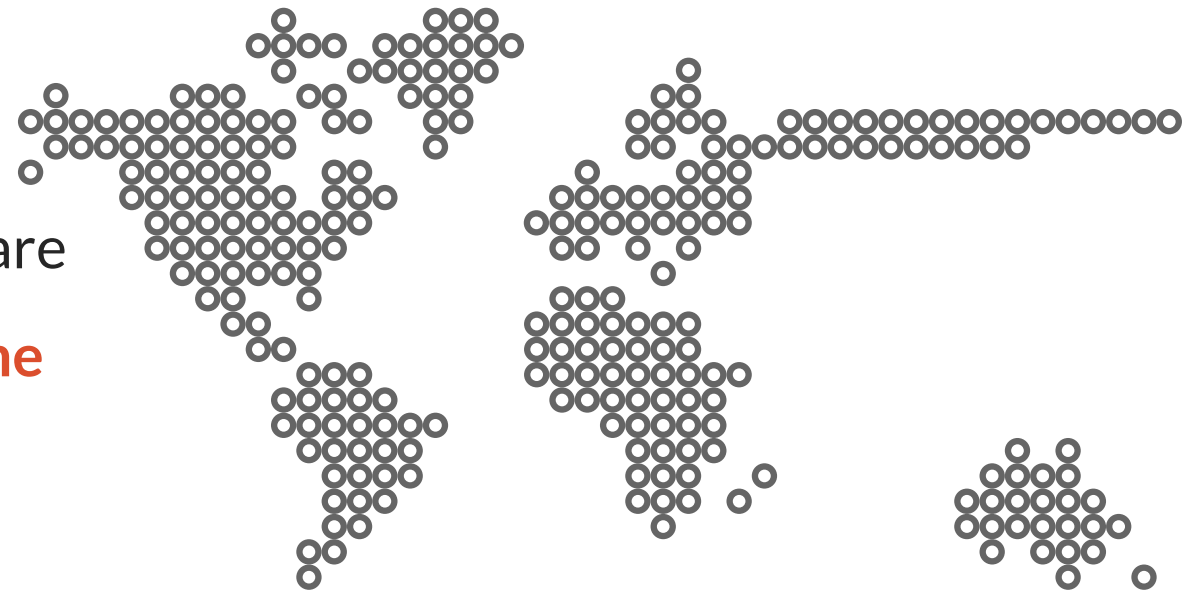**enabling a more ethical world**

A GLOBAL PROBLEM

Counterfeiting: the damage to the global economy is about **4,2 trillion $** (The Fashion Law)

Grey Markets: in 2017 it was an estimated 58 billion$ (KPMG/AGMA)

Distrust: "8 out of 10 consumers **won't do business with companies they don't trust**" (Accenture)

Technologies like **RFID, NFC, BLOCKCHAIN** are

not able to face all these aspects at the same time

SOLUTION: ViSeQR®

The **secure** and **smart link** between **physical products** and the **digital ecosystem**
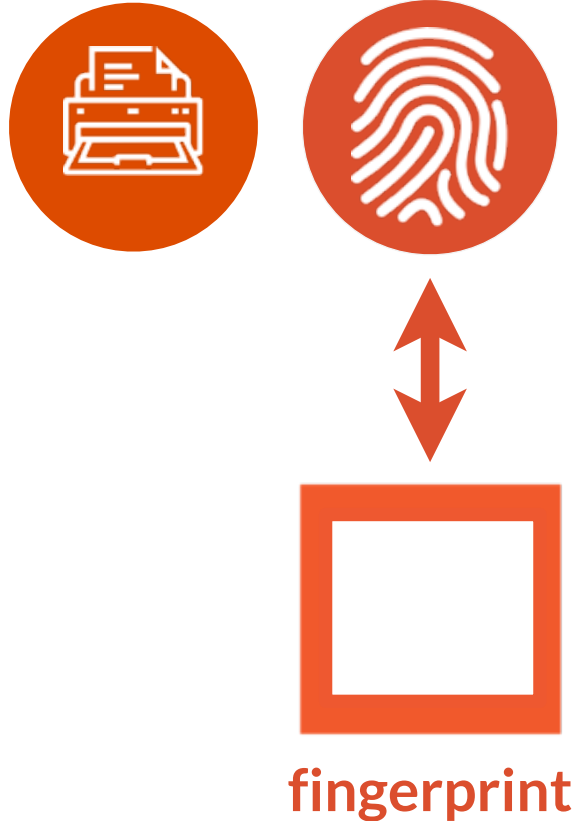
AUTHENTICATION ✔

TRACK & TRACE ✔

CUSTOMER INTERACTION ✔
ALPHA

PRINTING "FINGERPRINT"

Each **offset printing process**
has a **unique fingerprint**

fingerprint + **QR-code** = **CUSTOMER INTERACTION**

ViSeQR® /vɪsɪˈkjʊər/

- **Simple marker,** with **no hidden features**

- Suitable for **labels**, **packaging** and **documents**

- **ViSeQR® app** like a QR-code reader with

  more than 2 billion smartphones able to do the verification

3222 4188 3120 5427

The **ViSeQR®** app is **free**

MARKETS

- FOOD&BEVERAGE

- FASHION&LUXURY

- TOBACCO

- DOCUMENTS&TICKETING

- AUTOMOTIVE&AERONAUTICS

- PHARMA

CUSTOMERS EXAMPLES

NiviGroup, an Italian company is using **ViSeQR®** instead of **holograms**

AMATE Audio, a Spanish company, uses **ViSeQR®** in the form of an **anti-tampering sticker**

PARTNERS

Research

Blockchain integration

VISION

VIDITRUST
TRULY YOURS

Artificial Intelligence
NFC
RFID
Blockchain

enabling a more ethical world

SUMMARY

VIDITRUST
TRULY YOURS

We create **value** for **brands** and **customers** through **smart verification** of **physical products**

SAFETY IN NUMBERS

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