



# ORIGIFY

INVISIBLE & DIGITAL  
**PRODUCT  
AUTHENTICATION**

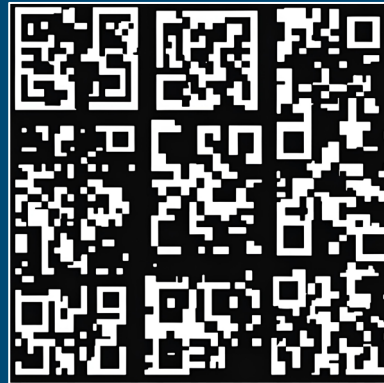
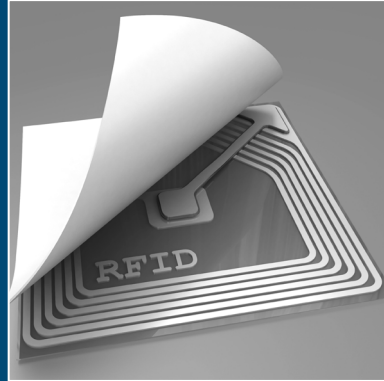
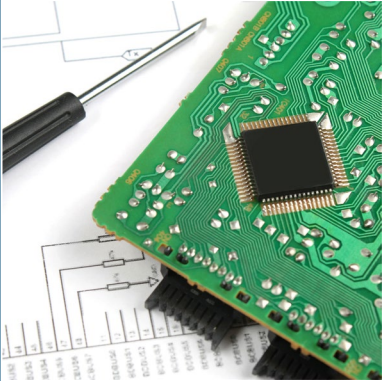




## The Alarming Rise of Counterfeit & Pirated Goods

In 2016, fake products accounted for 3.3% of global trade and 6.8% of EU imports, highlighting a growing threat to economies and consumers. [EUIPO 2016](#)

# CURRENT COUNTERFEIT DETECTION & REPORTING SYSTEMS ARE LIMITED & TANGIBLE



- x Certificates and physical safety features on-packaging **can be forged, interfere with aesthetics**, or are **not feasible** for small parts
- x Assessing authenticity requires **time and detailed knowledge**, which are often **laboratory based**
- x **Consumers often lack the tools or awareness** to easily identify and report counterfeit products.





# SUSTAINABLE & CONNECTED

GROWING NUMBER OF ECO-  
FRIENDLY & DIGITAL CUSTOMERS



## **Sustainable Products & Packaging:**

Meeting the need for greener, eco-conscious packaging solutions.



## **Supply Chain Transparency:**

Enhancing trust with clear, verifiable tracking of product origins and lifecycle.



**Digital Convenience:** Offering easy, digital access to product authenticity and sustainability data.

# OUR SOLUTION: A REVOLUTION OF PRODUCT AUTHENTICATION



# MAKE YOUR AUTHENTICATION **SMART & SIMPLE**



**DETECT** fraudulent activities including **COUNTERFEITS & GREY MARKETS**



**VALIDATE RETURNS & WARRANTY CLAIMS** for originality



**BOOST YOUR BRAND** proving authenticity and improving trust



**ATTRACT MORE PARTNERS** and increase sales network safely

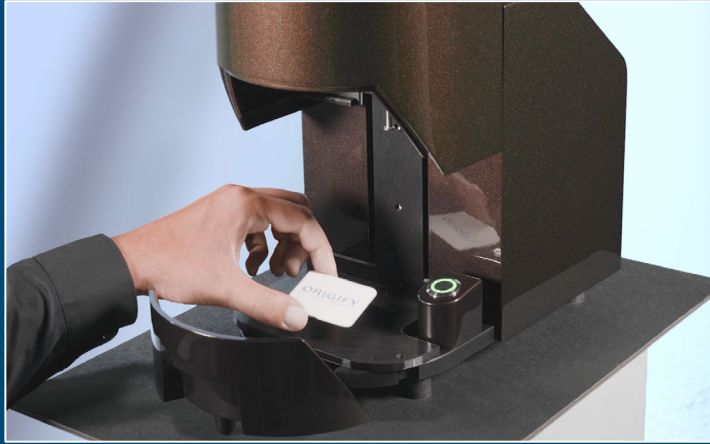


**LEARN ABOUT & COMMUNICATE WITH** your **CONSUMERS**





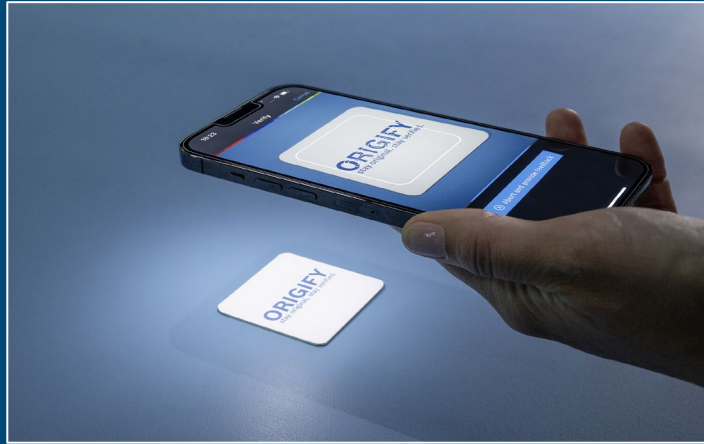
# **INHERENT SURFACE STRUCTURE IS FORGERY-PROOF**



## STEP 1



BRAND REGISTERS  
EACH PRODUCT  
WITH A CAMERA  
DESK DEVICE



## STEP 2



USER SCANS PRODUCT  
WITH DESK DEVICE OR  
APP & GETS INSTANT  
FEEDBACK ON AUTHENTICITY



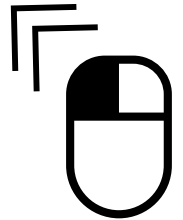
## STEP 3



BRAND GAINS  
INSIGHTS INTO  
SCANS AND  
ILLICIT ACTIVITIES



HOW IT WORKS?  
**WATCH THIS VIDEO**





# SEAMLESS INTEGRATION OF OUR STAND-ALONE **CAMERA DESK DEVICE**



## **NO TECHNICAL LINE INTEGRATION NEEDED**

to avoid downtimes & interventions in customer production



## **EASY DEVICE SET-UP**

at visual inspection or packaging station



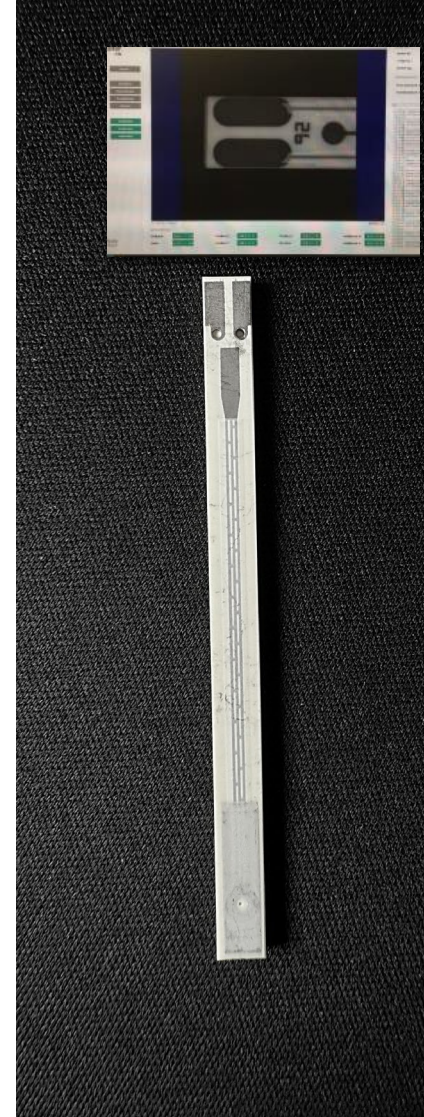
## **HORIZONTALLY SCALEABLE**

with increase in your production volume

PROOF OF TECHNOLOGY  
SUCCESSFULLY PASSED WITH  
**150.000** DELICATE CERAMIC  
SENSOR ELEMENTS

IMPLEMENTED WITH  
**>5 MIO.** PARTS

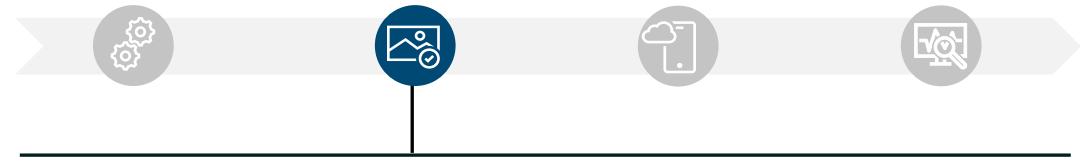
RECOGNITION **99.8%** &  
NO WRONG RECOGNITION  
(COMPARED TO DMC N.O.: >1%)





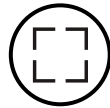


# PRECEDING EXAMINATION FOR OPTICAL CAPTURE



## MATERIAL SELECTION

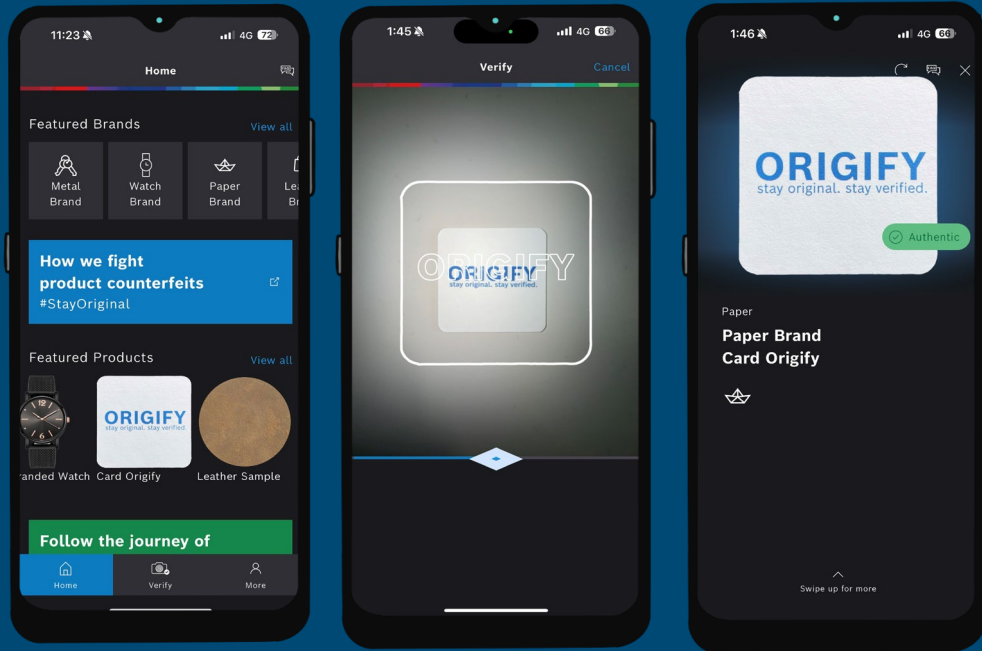
feasible: metals, ceramics, plastics and leather;  
out of scope: unstable shapes and glass



## DEFINE ADEQUATE SURFACE AREA

where engravings are done or by shape/geometry of the  
product (area > 5mm<sup>2</sup> necessary)

# CURIOUS ABOUT THE PROCESS?



# ANYONE & ANYWHERE AUTHENTICATION PER SMARTPHONE



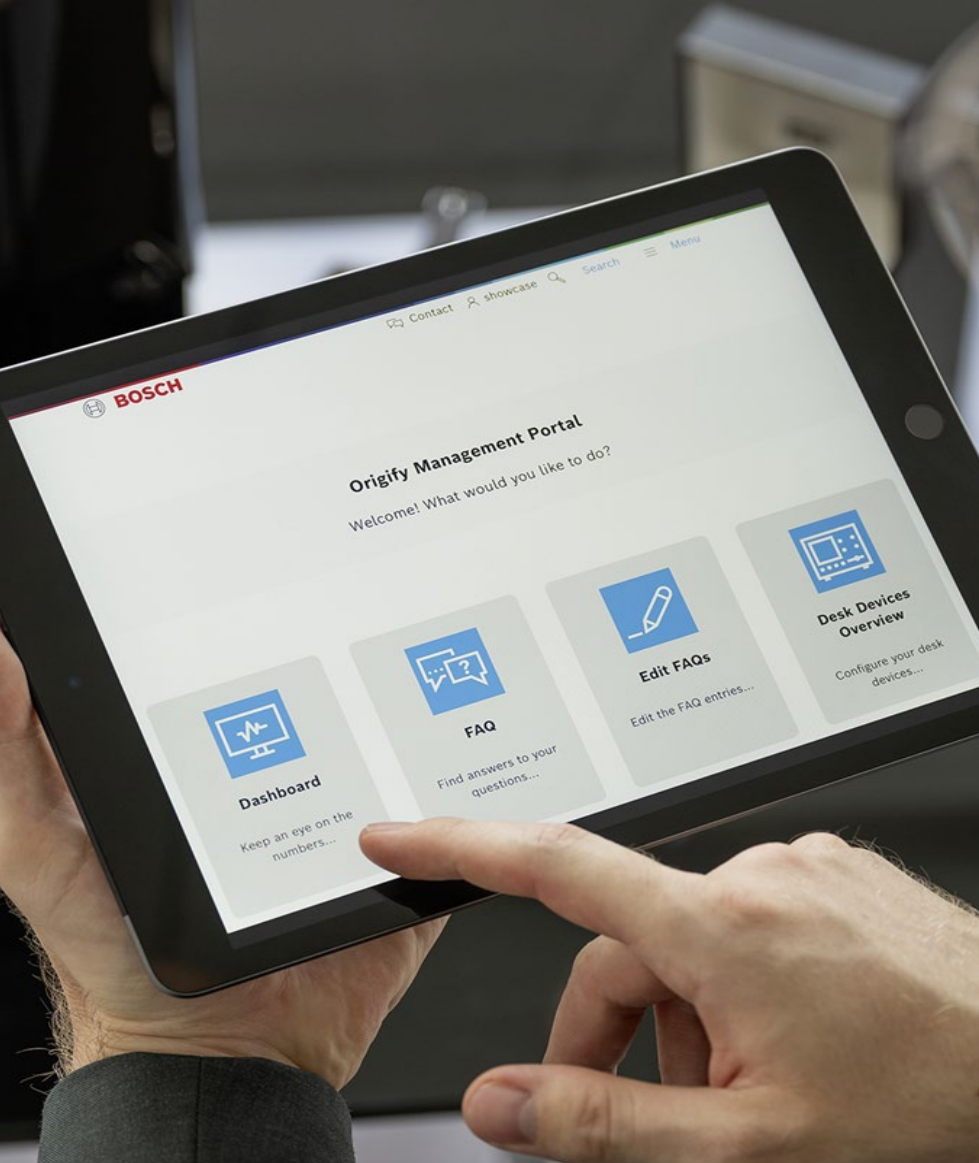
**BOSCH APP, WHITE LABEL SOLUTION, API**  
newly generated pattern signatures checked for consistency  
with stored ones



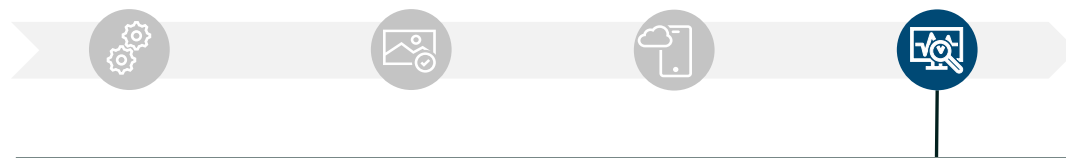
**SECURE PRODUCT DATABASE**  
unique pattern signatures created in Bosch Cloud



**SIMPLE USAGE**  
No user skills necessary for verification



# KEEP TRACK AND GAIN INSIGHTS WITH OUR **DASHBOARD SOLUTION**



## **MONITOR SUPPLY CHAIN**

trace products via date/time stamp



## **DETECT DIVERSION & RECEIVE ALERTS**

disclose potential grey market activities for unidentified products



## **BUILD STATISTICS**

of usage, consumer preferences and behaviors





# WE ARE BOSCH



**Scaleability**



**Global presence**



**Industrialization expertise**



**Security, Quality, Reliability**

**It's about origin.  
Change your  
authenticity game with  
us now!**



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