

The background of the image is a solid black field. It is decorated with two large, symmetrical, wavy patterns that resemble liquid or smoke. The upper pattern is composed of many thin, closely spaced lines that transition from a deep blue at the top to a vibrant pink at the bottom. The lower pattern is similarly composed of thin lines, transitioning from a bright yellow at the top to a deep red at the bottom. The two patterns meet at a central horizontal band where the text is located.

GENUINITI

The World's Most Advanced Anti-Counterfeiting Platform

The Challenge

A \$4.5 Trillion Problem

Today, counterfeiting of goods has become the world's largest criminal enterprise. With worldwide sales of counterfeited goods totaling between an estimated \$1.8 and \$4.5 trillion annually, brands of all sizes from every corner of the globe are falling victim to this menace.



Damages Reputations

Your brand's most valuable asset is its reputation. Counterfeiting hits your brand where it hurts the most. To maximize returns, counterfeiters cut every possible corner while posing as you. As a result, your brand's reputation gets irreparably damaged.

Shrinks Bottom Lines

Each counterfeit copy sold benefits from your marketing, goodwill, and customer base investments but diverts revenue away from your company by fulfilling market demand. This lost revenue doesn't help recover your investment, thus hurting profits more than you think.



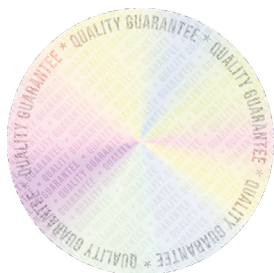


Increases Liabilities

When counterfeiters sell copies of your products, consumers, retailers, and regulators perceive them as yours. As such, all legal liabilities arising from the use or sale of fakes are attributable to your company. Since counterfeiters cut corners, every fake in the market increases your risk and liability.

Erodes Communities

Your brand's success helps support your employees, vendors, and communities. When counterfeiters hurt your profits, they affect every stakeholder. Many counterfeiters use these earnings to fund other illegal activities. All this erodes the weaves of ethics that form our social fabric.



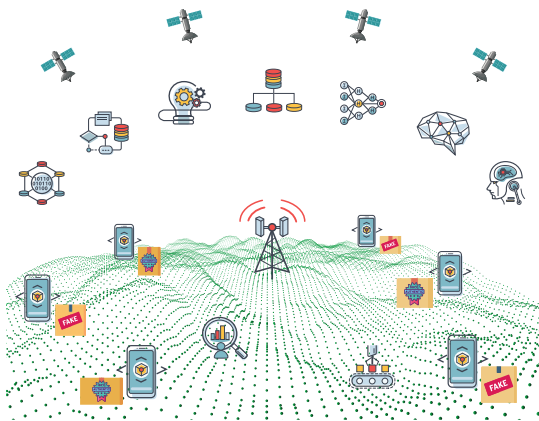
Resists Legacy Protections

Given the scale of the counterfeiting challenge, brands have spent billions of dollars on legacy protection technologies. Unfortunately, counterfeiters have proven to be a step ahead by defeating recent scratch code, QR code, and holographic sticker based solutions.

Our Solution

Mobile App + Cloud + Smart Tags

Genuiniti leverages advances in mobile, cryptography, deep learning, near field communication, cloud, and location to offer a mobile app that lets consumers verify the authenticity of products equipped with smart tags activated with Genuiniti's platform by participating brands.



Impractical To Copy

What makes Genuiniti unique is that its technology makes counterfeiting impractical. Specifically, Genuiniti's smart tags and their software are resistant to copying. Any copy made or unauthorized reuse of packaging is automatically detected by the platform and blocked.

Verify Before You Buy

Genuiniti's ability to let consumers verify the authenticity of their intended purchase before paying for it is a vital line of defense against the sale of counterfeits. This capability protects consumers, brands, retailers, and other parts of the supply chain from the dangers of counterfeits.





Protects From Insiders Too

One of the biggest counterfeiting threats to a brand comes from its unscrupulous insiders. Fortunately, Genuiniti's features like activation geofencing and real-time monitoring ensure that insiders are under check. These capabilities have already saved millions of dollars for our client brands.

Promote Authentic Sales

Genuiniti serves as a valuable meeting point between a brand and its consumers. That's why it's a great place to promote a brand and reward its consumers. To this effect, Genuiniti offers custom brand-specific augmented reality experiences, prizes, and URL links.

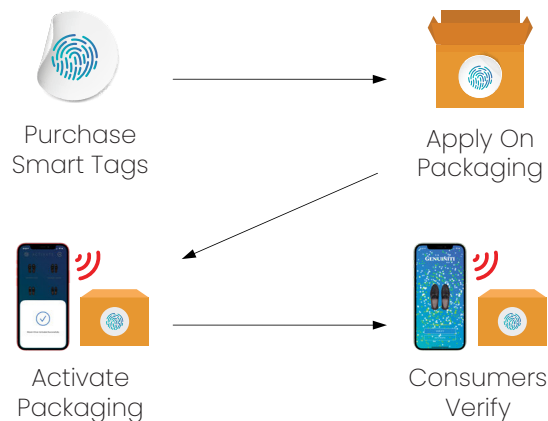


Auditable & Analyzable

Genuiniti maintains a data log of each product unit from activation to verification. In addition to helping ensure system integrity, this opens up many possibilities for future features to help brands improve marketing, sales, auditing, and supply chains.

Use Existing Packaging

Despite Genuiniti's strong protection, it can be readily integrated with your existing packaging. The physical process can be as simple as applying a sticker. Several smart tags and installation techniques are available to suit the unique needs of brands, products, and packaging.



Simple Integration

Integrating Genuiniti is as simple as purchasing smart tags, applying them to your packaging, activating them, and letting consumers verify authenticity using the Genuiniti app. The activation and verification processes are simple and require no training for staff and consumers.

Proven to Scale

Genuiniti operates on a planet scale. Its infrastructure, apps, features, algorithms, and user experience can scale massively. It protects millions of product units and has hundreds of thousands of users worldwide. No matter how big a brand is, Genuiniti is ready for it.



Industries

For The Most Counterfeited

Genuiniti protects products from the most counterfeited industries. Our technology is optimized to meet the unique needs of such products like their packaging, consumer behavior, scale, anti-counterfeiting, analytical, and promotional needs. Our platform is constantly evolving. It can be further customized to meet the needs of your industry, brand, product, or packaging.



Antiques



Apparel



Car Parts



Cosmetics



Electronics



Food



Footwear



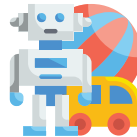
Handbags



Pharma



Smokables



Toys



Wines

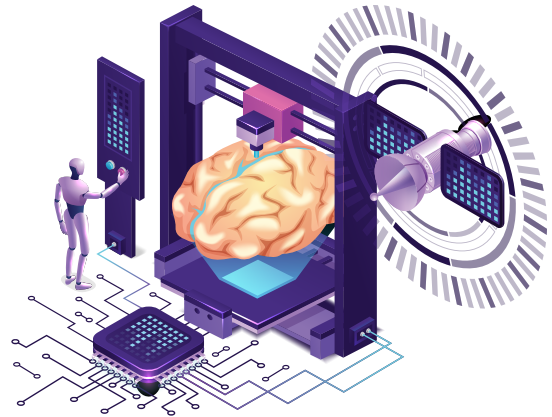
Technology Pricing

Genuiniti is priced by volume so that it scales with your brand. The more product units you activate, the lower the per product-unit price you get. For detailed pricing, contact Genuiniti.

Activation Features

Comprehensive

Genuiniti's activation process is comprehensive. Unlike other systems where activations are as simple as setting a flag in a database, Genuiniti's process comprises several steps at the cloud, mobile, and smart tag levels. These steps are irreversible, secure, and clone resistant.

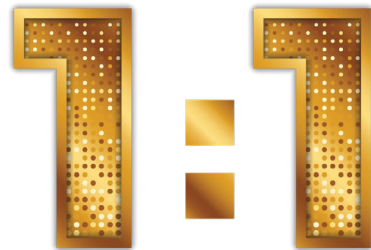


Geofenced

Genuiniti protects brands from outsiders and rogue insiders by geofencing activations. As a result, activations only succeed if they take place within the geographical perimeter of the brand's authorized facility. All activations are logged and are auditable at a brand's request.

Guaranteed Distinct

Unlike scratch and QR codes in which activating a single serial number can automatically activate many cloned stickers bearing the same serial number, Genuiniti's comprehensive activation process guarantees that each smart tag is cryptographically unique at the moment of activation.



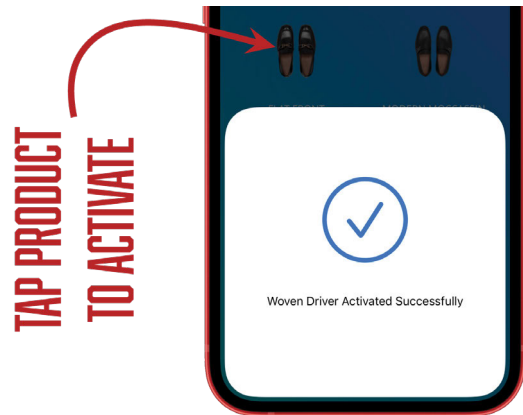


High-Speed

Genuiniti's comprehensive activations are complex and computing-intensive. Despite this, they happen at high speed. In app version 1.2, an iPhone can easily activate 2,400 product units per hour. Click on the video thumbnail on the left to watch a product unit activation video from a client's facility.

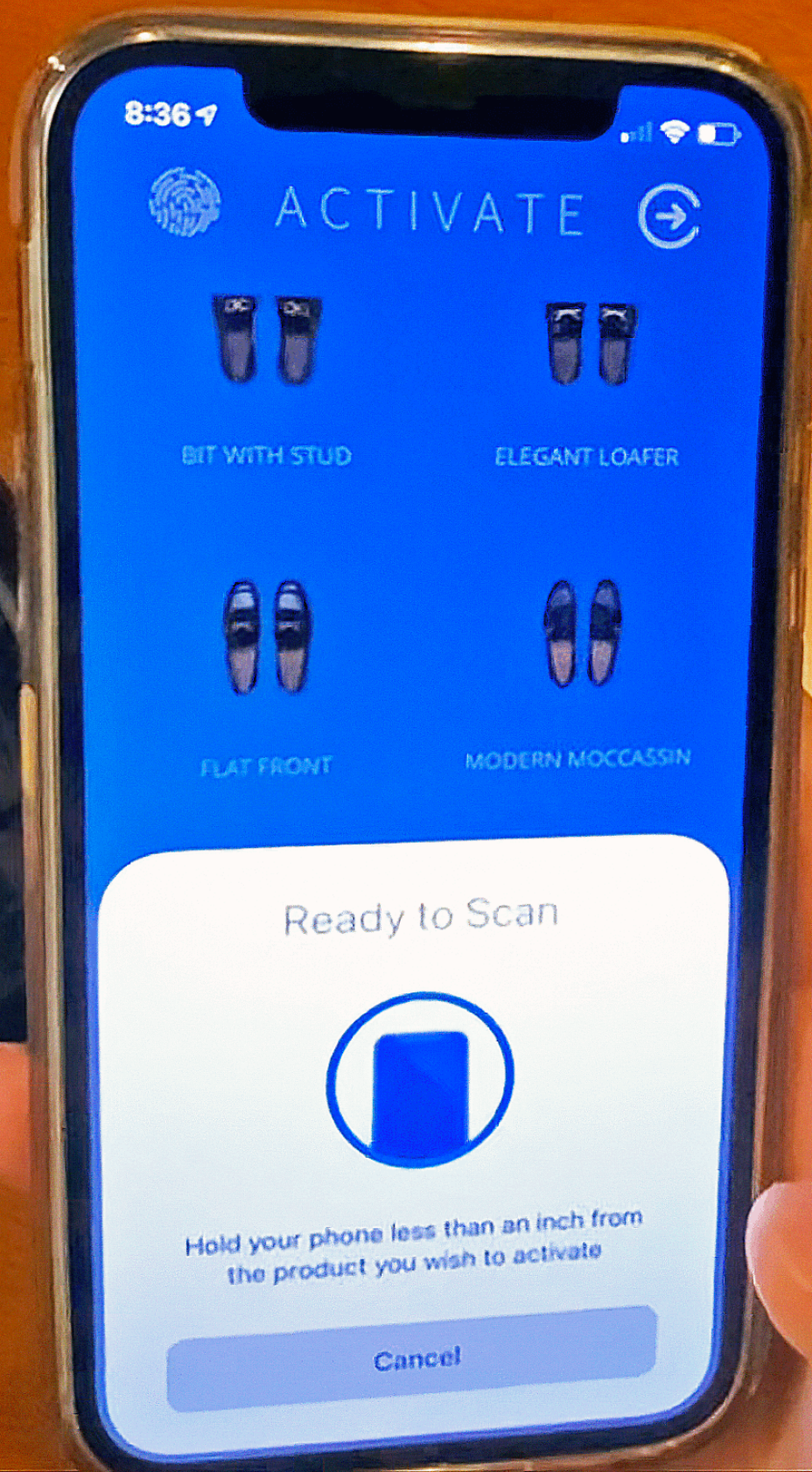
Single Tap

Genuiniti's activation user interface is so simple that it requires no training. Once logged in, a single tap on a product initiates the continuous activation mode. Bringing the device close to the packaging activates it. An audio and visual confirmation indicates completion.



Physically Invisible

Unlike QR codes, scratch codes, and holographic stickers equipping packaging with Genuiniti's smart tags or activating them can be done without altering a product or its packaging's appearance. Brands retain control of their design while being protected.

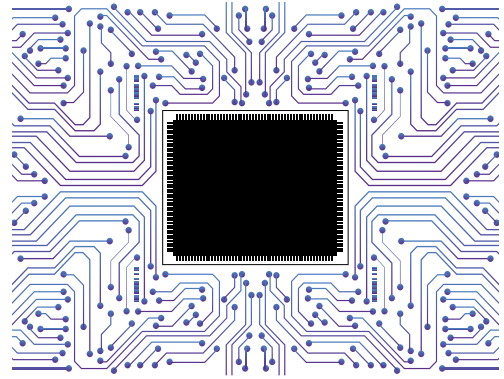


Activating Smart Tags in a Shoe

Verification Features

Strong Clone Resistance

Each smart-tag comprises advanced wireless semiconductors, programmed on the fly with Genuiniti's custom software and activated with its AI-powered Magic Cloud. Every protected product unit is highly resistant to cloning as a natural outcome.

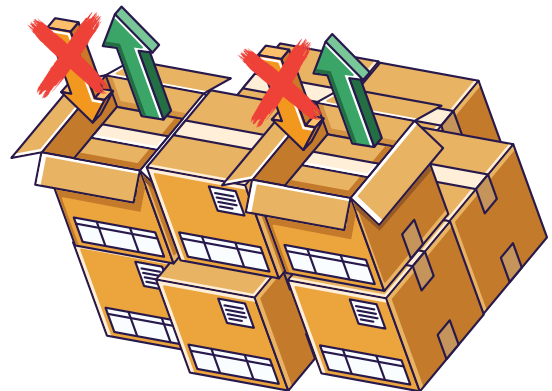


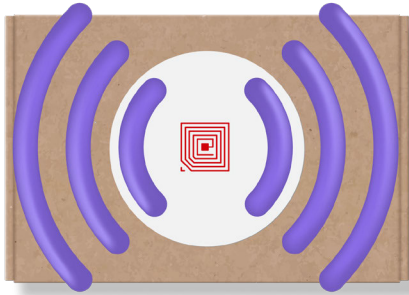
Copy Detection & Blocking

Despite the strong clone resistance, Genuiniti is always a step ahead of the game. Our Magic Cloud constantly applies artificial intelligence to detect suspected clones across our ecosystem and blocks them before they cause any damage to a brand's interests.

Reuse Detection & Blocking

Although reusing and repackaging authentic packaging with counterfeit goods to bypass protections is impractical, it is possible. Genuiniti handles this by detecting and blocking reused packaging. As a result, counterfeits repackaged in authentic packaging appear fake.





Wireless Convenience

Genuiniti's wireless nature means that consumers don't have to deal with unreadable scratch and QR codes. They don't have to scratch anything or compare holographic stickers with originals. The entire verification experience is wireless and doable before purchasing the product.

Simple Verification Experience

Consumers of any background can follow Genuiniti's verification process. It takes one tap of the "Verify" button, bringing the phone close to the product's smart-tag-equipped area, and experiencing verification results instantly on the device as rich audio-visuals.



Real Time Monitoring

In addition to all the automatic fraud protection capabilities built into its ecosystem, Genuiniti's team of skilled anti-counterfeiting experts monitor its systems 24/7/365. As a result, manual detection, review, and escalation of anomalies is always available.



Promotion Features

Augmented Reality

As a vital meeting point between brands and consumers, Genuiniti can be used to promote brands and their products. Genuiniti's customizable AR experiences let consumers uniquely experience brands and items. Click the thumbnail on the right for a video of a sample experience.

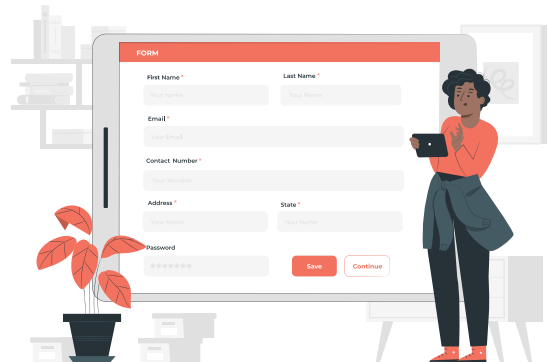


Prizes

Genuiniti can help a brand reward its clients by letting brands manage and run prize promotions. Rewards and award criteria are fully customizable. Winner notifications can happen when consumers verify products. The app can also request winners for information needed for any next steps.

Custom Experiences

The post-verification experience is fully customizable to meet a brand's or product's unique needs. Displaying clickable URLs to a brand's website, making available custom forms for customer or product registration, and presenting instructional or product information are just a few possibilities.





AR at Crystal Cove State Beach

Feature Comparison

	Genuiniti	Scratch Codes	Scratch QR Codes	Holographic Stickers
Comprehensive Activations	✓			
Geofenced Activations	✓			
Guaranteed Distinct Activations	✓			
High-Speed Activations	✓	✓	✓	
Single-Tap Device Activations	✓			
Invisible Installation	✓			
Strong Clone Resistance	✓			
Copy Detection & Blocking	✓			
Reuse Detection & Blocking	✓			
Verify Before You Buy	✓			✓
Wireless Convenience & Reliability	✓			
Simple Verification Experience	✓		✓	✓
Real-Time Verification Monitoring	✓			
Auditable & Analyzable	✓			
Augmented Reality Experiences	✓			
Promotional Prizes	✓			
Custom Promotional Experiences	✓			

Genuiniti vs. Scratch Codes

Easy Bulk Reproduction

Anyone can copy using 50-year-old technology (aka Photocopier) the scratchable alphanumeric or QR codes you use for product authenticity verification. Your packaging printing company or any third-party printer anywhere on earth can also easily print and sell them in bulk to counterfeiters.

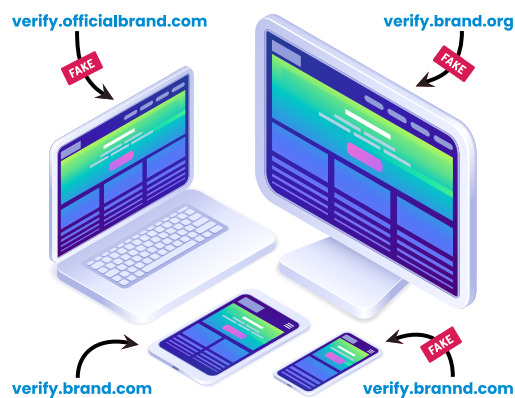
Genuiniti uses secure wireless semiconductor tags that are highly resistant to cloning and further secured at the moment of activation. As a result, reproducing them in bulk is impractical even for the most sophisticated counterfeiters.



Activating Fakes With Originals

When scratchable alphanumeric and QR codes are activated, all their counterfeit copies activate along with the originals. When consumers verify product authenticity, counterfeits that come to market before the original appear authentic. Authentics arriving in the market later appear fake.

Genuiniti guarantees distinct activations. It means that it ensures the worldwide uniqueness of each smart tag upon activation. As such, no possibility exists of automatically activating fakes along with the originals.



Rogue Website Attacks

Scratch code-based verification systems use websites for verification. With QR codes, scanning the code takes the user directly to the brand's website, the code gets entered automatically, and the user sees verification results. With alphanumeric codes, the user visits the website listed on the packaging, types the code, and views the verification results.

With basic skills, a counterfeiter can make an identical rogue website at a similar but different URL and print QR codes that take users directly to it. For alphanumeric codes, the rogue URL gets printed on the fake packaging. Most unsuspecting consumers are deceived and never know that the website they visit and the results shown are from the counterfeiter, not the brand. Genuiniti is immune to such attacks.

Unable to Track Clones

In scratch code-based systems, whether a QR or alphanumeric code was copied once or 50 times, there exists no way to detect how many such copies exist. It's a challenge since a counterfeit that reaches the market before the original can make the original appear fake.



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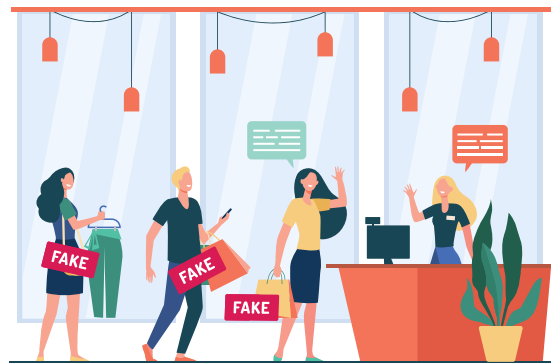
Promotes Illegal Reuse

Many scratch code-based verification systems track and share the number of times a code gets successfully verified. Most consumers ignore this detail and accept any valid code as proof of authenticity. Consequently, counterfeiters successfully sell fakes in reused or cloned packaging bearing valid codes that are perceived authentic irrespective of the number of times they get verified.

Genuiniti uses advances in artificial intelligence to detect and block such packaging reuse and always gives consumers a definitive "Authentic" or "Fake" response.

Can't Verify Before Buying

In scratch code-based systems, QR and alphanumeric codes are verifiable only after being unsealed and scratched. Therefore, to verify authenticity, consumers must purchase the product. If the verification reveals that the item is fake, it's usually too late to do anything.



Genuiniti lets consumers and others in the supply chain verify product authenticity wirelessly; without unsealing the product. As such, every hop in the supply chain, including the point of purchase, prevents fakes from reaching the consumer.

Nothing to Stop Insiders

Many counterfeiters work with unscrupulous insiders with intimate knowledge and access to a brand's anti-counterfeiting systems. With scratch codes, QR and alphanumeric code stickers can be easily stolen or reproduced in bulk



before activation. Thereupon, unscrupulous insiders activate them as no safeguards are in place to prevent this.

Genuiniti's Geofenced Activations ensure that inventory can only be activated when authorized personnel and the items are physically present at the brand's designated facility.

Unreadable Stickers

In scratch code-based systems, QR and alphanumeric codes require users to scratch them, which is an unpleasant inconvenience. Any damage caused during scratching or misprinting often renders the sticker unreadable and useless. Poor lighting, eyesight, and judgment on the user's end pose additional challenges.



Genuiniti avoids these pitfalls by requiring users to hold their phones next to the brand's designated area to view authentication results through wireless communication.



Hurts Packaging Aesthetics

Your packaging is one of your brand's most important marketing elements. Unfortunately, QR and alphanumeric code stickers required by scratch code-based systems take physical space away from your artwork and render the package less attractive.

Genuiniti's wireless smart tags are installable underneath your artwork. As a result, without hurting your packaging's aesthetics, your packaging's protection against counterfeiting is enhanced.



Not Encouraging Verifications

Scratch code-based product authenticity verification systems do nothing to encourage consumers to verify. As a result, consumers have limited incentive to verify the authenticity of products and verify fewer items.

Since verifying a small number of product units increases the possibility of counterfeits making their way to consumers, Genuiniti encourages consumers to verify product authenticity through value-added features such as augmented reality experiences, prizes, and more.

Lost Potential

Besides letting consumers distinguish authentic products from counterfeits, product authenticity verification systems also serve as a vital meeting point between consumers and the brand. QR and alphanumeric scratch code-based systems are limited in how they let brands leverage this key meeting point.



Genuiniti has a world-class engineering team ready to help your brand incorporate customizations that maximize the value of this interaction.

Genuiniti App

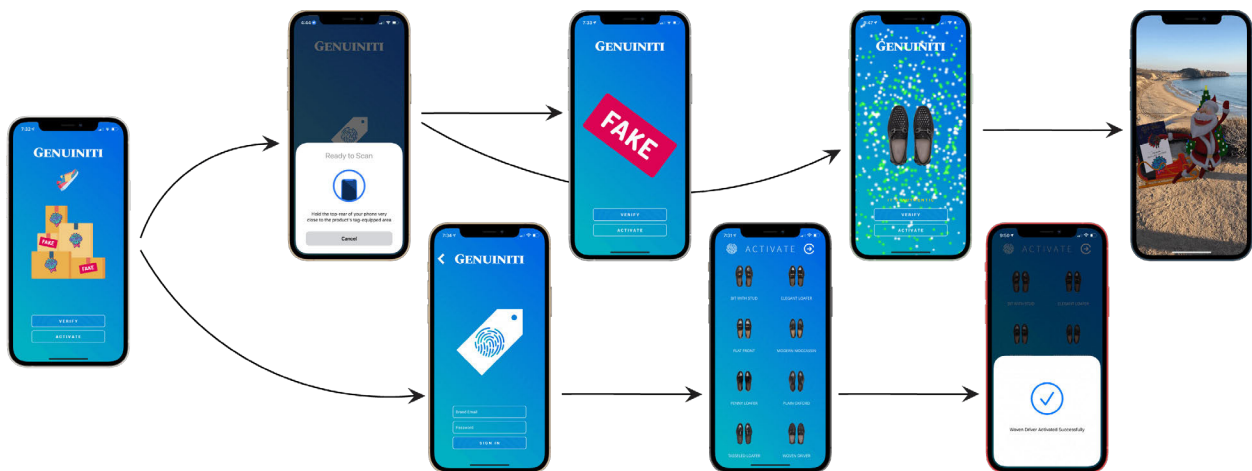
Verify and Activate

Our mobile apps let consumers verify products protected by Genuiniti and experience other features. Brands can also use it to activate packaging equipped with Genuiniti's Smart Tags. Click the thumbnail on the right to watch a video demo and download the app at genuiniti.com/get.



Ratings and Reliability

Since its launch, Genuiniti's app for the iPhone has proven very reliable. This reliability and ease of use have earned it a 4.3/5 rating on the App Store.



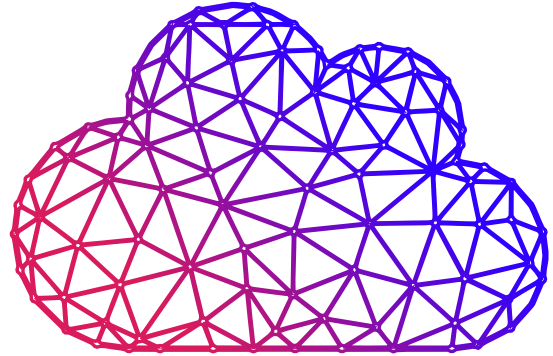
Continuous Evolution

The Genuiniti mobile app is under continuous evolution. We are making it available on additional platforms as well as adding new features to it.

Magic Cloud

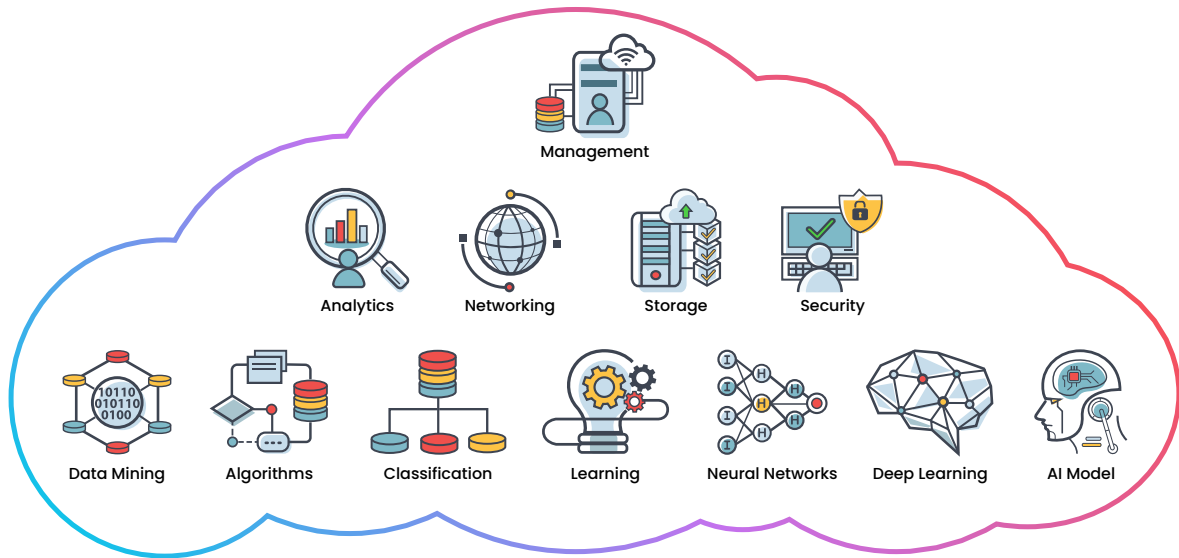
Where The Magic Happens

Spread throughout the globe, our Magic Cloud comprises our custom fusion software running on top-class hardware. It is responsible for analyzing hundreds of parameters to rapidly make decisions about a product's authenticity, authorize tag activations, and back other features.



Technology Fusion

Genuiniti's Magic Cloud software seamlessly fuses diverse, cutting-edge technologies to reliably and scalably deliver high security instantly.



Top Class Infrastructure

Our proprietary software runs on the same infrastructure that powers some of the world's biggest apps and websites, resulting in extremely high reliability.

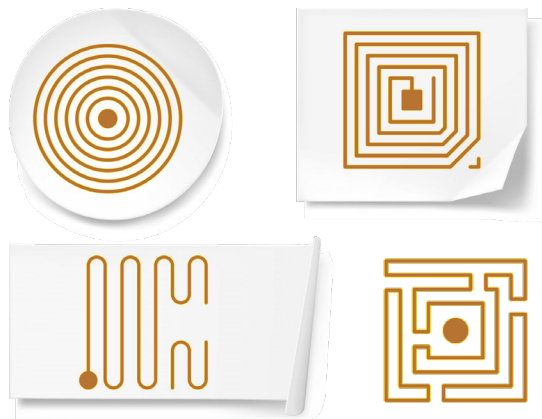
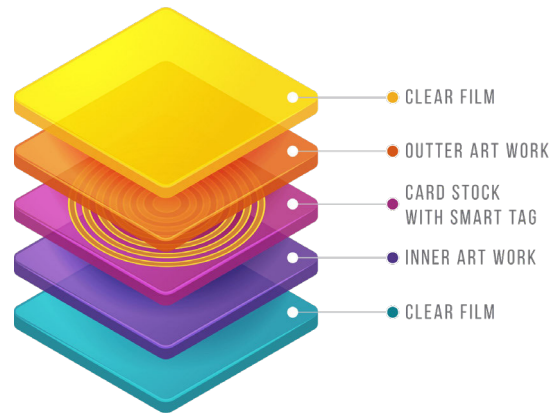
Cloud Data Center



Smart Tags

Initial Identity

Smart Tags help identify and authenticate an item in the Genuiniti ecosystem. Before verification, they require activation using the Genuiniti app. Depending on your needs, tags are installable on a product in many ways – from very visible to out-of-sight, simple to very elaborate.



Standard Tags

Standard tags comprise a wirelessly powered microprocessor and an antenna. They come as stickers and non-stickers and are available for metal and non-metal applications. Their price varies by form, variant, size, and shape. They are suitable for most applications.

Tamper Detection Tags

These tags are identical to standard tags except that they have the additional ability to detect the physical integrity of a seal. Applications such as Wines & Spirits – where seal integrity is a critical component of a consumer's satisfaction – benefit from these.



Traction

Key Statistics (10/7/22)

7,375,272
PRODUCT UNITS PROTECTED

\$223,287,170
RETAIL VALUE PROTECTED

321,188
VERIFICATIONS

146,231
APP USERS

\$1,106,291
REVENUE

56
PRODUCTS

Featured Client Brand

Big Chief is a State of California licensed Cannabis, Nicotine, Hemp, and clothing brand known for its R&D, value for money, and marketing.



Team

Engineering Heritage

Genuiniti benefits from its rich engineering heritage. Our team has engineered software for some of the world's most recognized names, like:



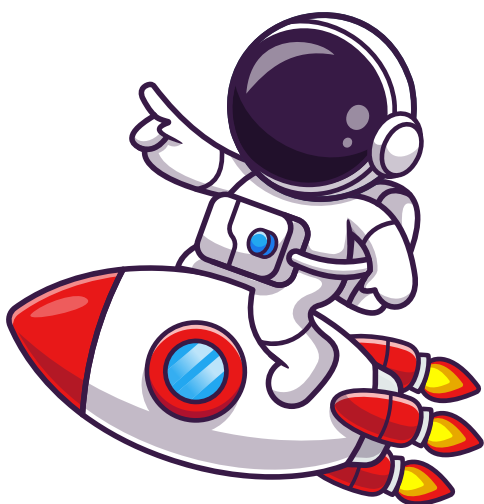
The Founder

Sajjad Mustehsan founded Genuiniti. Previously, he worked for Esri and Omniture (now Adobe) in the GIS and Big Data domains. He holds a Master of Software Engineering degree from Carnegie Mellon and a Bachelor's in Information & Computer Sciences from the University of California, Irvine.

Getting Started

Onboarding Process

Getting your brand protected by Genuiniti is easy. Contact us to register your brand and verify your brand's ownership. Mail your packaging for compatibility testing. After this, purchase smart tags, apply them to your packaging, and activate them. Your customers can then verify.



Test Flight

We encourage brand owners to contact us to register their brands, verify their ownership, and mail their packaging for compatibility testing and demo at no cost. They can experience the benefits of Genuiniti without any commitments. We'll also happily guide them on best practices.

Get In Touch

To get in touch, email us at:
sales@genuiniti.com

Send postal mail to:
P.O. Box 1012,
Corona Del Mar, CA 92625, USA

Learn more at: www.genuiniti.com



The background of the image is a solid black field filled with numerous thin, wavy, vertical lines. These lines are color-coded into three distinct groups: a yellow group on the left, a light blue group in the upper right, and a red group in the lower right. The lines are closely spaced and have a slight undulating quality, creating a textured, almost liquid-like effect.

GENUINITI.COM