REAL Visibility Solution

Protect Your Brand and Build Consumer Trust

REAL Visibility

The Best **Anti-Counterfeit Technology** that **Fights against Counterfeits**

Copy-proof
Patented anti-forgery micro-printing technology embedded with **GS1 global standards**

Multi-material printing
Printable on package or label, and applicable to **various materials**, including fabric, paper, stickers, etc.

Authenticate at a scan
Obtain instant authentication results with one simple scan, via a **Web Browser or App**

Anti-Phishing
Manage digital risks by monitoring & identifying online fake content

REAL Barcode*

QR code

*REAL Barcode is a GS1 standards based copy-proof QR code

One-Stop Solution for Brand Protection

Anti-Counterfeiting
Detect fake items instantly and gain consumer trust

End-to-End Traceability
Track and trace products from the origin to the point of sale

Channel Management
Manage your sales channels and identify potential markets

Consumer Engagement
Bring consumers to an owned-media engagement channel

Actionable Insights
Gain insights on consumer behavior and create future touch points

Benefits

Scan with confidence whether the product is genuine or counterfeit

Trace product origin & obtain trusted information

Save consumers from potential harm

Identify trustworthy brands and products

Assist in choice selection and future **purchase**

Get alerts and obtain location of counterfeit goods

Protect your brand reputation with copy-proof anti-counterfeit technologies

Track sales channels & identify suspicious suppliers

Interact with consumers by providing trusted information in real-time (e.g. expiry date, selling location & bonus points)

Save business from facing lawsuits, brand erosion & loss of revenue

Capture data for **big data analytics** to locate potential customers & gain insights

Scan to Experience!

Original

Copy

Download **REAL Barcode App** to authenticate product by a simple mobile scan.

Download on the App Store

GET IT ON Google Play

How it works

Step 1
Use REAL Barcode APP or Web Browser

Step 2
Scan QR code

Step 3
Verify product authenticity

CONTACT US NOW   E: services@gs1hk.org   T: 2861 2819

GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 | E info@gs1hk.org | F +852 2861 2423 | www.gs1hk.org