REAL Visibility Solution
Protect Your Brand and Build Consumer Trust

THE NEXT GENERATION OF PRODUCT AUTHENTICATION, TRACEABILITY AND CONSUMER INSIGHTS

Empower Consumers with
**Instant Product Authentication & Traceability**

- Patented anti-forgery micro printing technology
- Forgery copy can be easily detected by the REAL Barcode mobile app

**Immediate results from REAL Barcode scanning help verify whether the product is real or counterfeit**

**Trace** product origin & obtain trusted information

**Save consumers** from potential harm

Empower Brand Owners with
**Real-time Visibility on Scan Activities**

- **Interact with consumers** by providing trusted information in real-time
- **Get alerted and obtain location & identity** of counterfeit goods
- **Track distribution channels** & identify **suspicious suppliers**

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

**Capture data for big data analytics** to understand consumer behavior & gain insights
UNPRECEDENTED AUTHENTICITY, VISIBILITY & INTEGRATED CONSUMER ENGAGEMENT STARTS WITH A SIMPLE SCAN

**Actionable Insights**
Gain insights on consumer behavior and create future touch point

**End-to-End Traceability**
Monitor and track products at real-time from the origin to the point of sale

**Anti-Counterfeiting**
Gain consumer trust and detect fake items instantly

**Consumer Engagement**
Provide trusted product information and direct consumers to an owned-media engagement channel

REAL Visibility

Original

Copy

Download REAL Barcode App to get authentic Track & Trace information

REAL Barcode / QR code - An innovative anti-counterfeiting technology that seamlessly combines barcode / QR code, patented cryptographic technology and mobile app. Its multi-security features effectively prevent barcode / QR code from replicated. Customers can easily authenticate product by a simple mobile scan.

REAL or Counterfeit – Just a quick scan away.

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