

Protecting MEDICINES Utilizing Counter-Fight



Authentic or fake ?

Presented by: Cryptocodex Ltd.
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PEOPLE WILL COUNTERFEIT ANY PRODUCT...

Just For Money...



Fashion

Cellular Phones & Accessories



Food



Documents



Cosmetics



Medicines & Food Additives



Pets



Alcoholic Drinks



Aviation Parts



Car Parts



Military Parts



Technical Parts



The Encryption Technique

- Cryptpcpdex holds the exclusive rights of a unique encryption algorithm
 - The algorithm is 'CHAOTIC', non-mathematical
 - The KEY is a PHR (Pure Human Random) type
- The resulting encryption is of extreme strength
- Experts attempts to 'break' it - failed
- The technique was registered as an international patent, presently at its pending stage

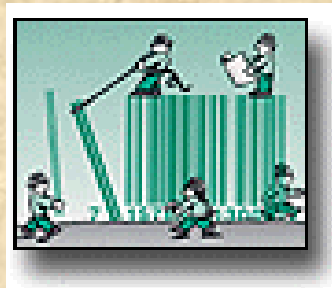
- The 'data' in the bottle is encrypted
- Becomes meaningful only to the key owner.
- Data size is maintained.
- Multiple processing – Multiple results



- **The only technique to fit on a barcode**

The BARCODE Technology

- The Barcode Technology is widely used in industrial and commercial applications
- Label printing costs are negligible
- Scanning and reading hardware is reasonably priced
- A 2-D barcode can maintain hundreds of characters



Reading 2D-Barcodes

Using available home & office equipment

- Desktop Scanner



Or a dedicated scanner...



- WebCam



- Cellular Phone



- Barcode Reader



- Hand-Hand Terminal



Counter-Fight

- Mark each pack/blister with a unique, encrypted 2D-Barcode
- Identical barcodes will never co-exist
- Accumulate market data
- If two products bear the same 2D-Barcode – **fake detected**

UV sensitive label – If desired

- External Barcode – Track&Trace
- Internal barcode – Authentication
- Background – Unique color change:

Pink-Violet-Pale



Data accumulation

- Inspectors collecting data in the field, utilizing hand-held terminals



Have 'million eyes' :

- Customers encouraged to authenticate their medicines, to verify:
 - Medicine's authenticity
 - Expiration date



Added Values

- Counter-Fight main goals are product authentication, counterfeit detection and sophisticated Track&Trace
- Added values include:
 - Prevention of grey market trading
 - Immediate detection of stolen goods
 - ePedegree compliance



ePedigree Compliance

- The ePedigree will soon become into effect in several U.S states and will be adopted by other countries
- ePedigree requires that the manufacturer will trace every single package in the distribution chain
- Counter-Fight is the only tool to take the ePedigree up to the patient's home

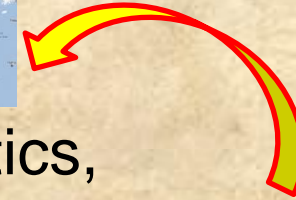


Range of products

- General products
(food, Alcoholic Drinks, Medicines, Cosmetics, Fashion, Toys, Electronics, Cigarettes...)
- Textual Documents
(Tax-Invoice, Bank Guarantee, Cheque, Vehicle Documents, Diamonds Certificates...)
- Complex Documents – Text and Picture
(I.D., Passport, Driving License, Work Permit, Residence Permit, Weapon Permit...)

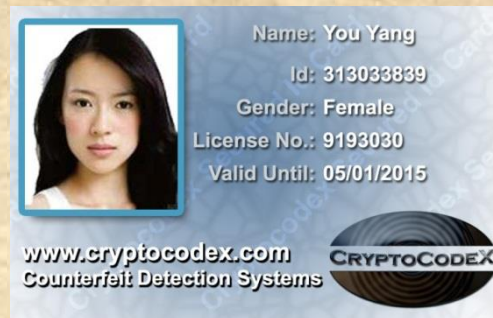


Track&Trace



Special Labels:

- UV Sensitive
- Temperature-Time



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