

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



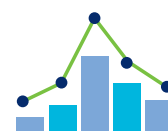
Get alerted and obtain location & identity of counterfeit goods



Track distribution channels & identify **suspicious suppliers**



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

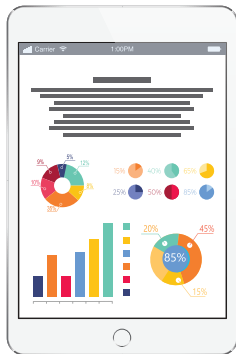


Capture data for **big data analytics** to understand consumer behavior & gain insights

UNPRECEDENTED AUTHENTICITY, VISIBILITY & INTEGRATED CONSUMER ENGAGEMENT STARTS WITH A SIMPLE SCAN

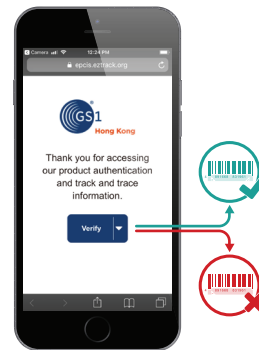
Actionable Insights

Gain insights on consumer behavior and create future touch point



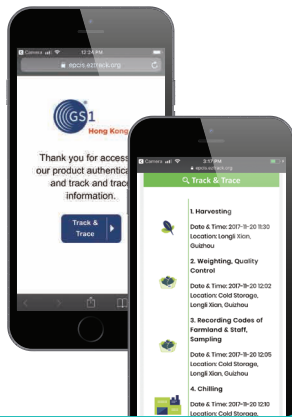
Anti-Counterfeiting

Gain consumer trust and detect fake items instantly



End-to-End Traceability

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



Consumer Engagement

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



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.



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