



# Codes authentication & product authentication



## IMPACT

International Medical Products Anti-Counterfeiting Taskforce

First Anti-Counterfeiting Technologies Meeting

Prague, 13 March 2007

Hugues SOUPARIS  
CEO

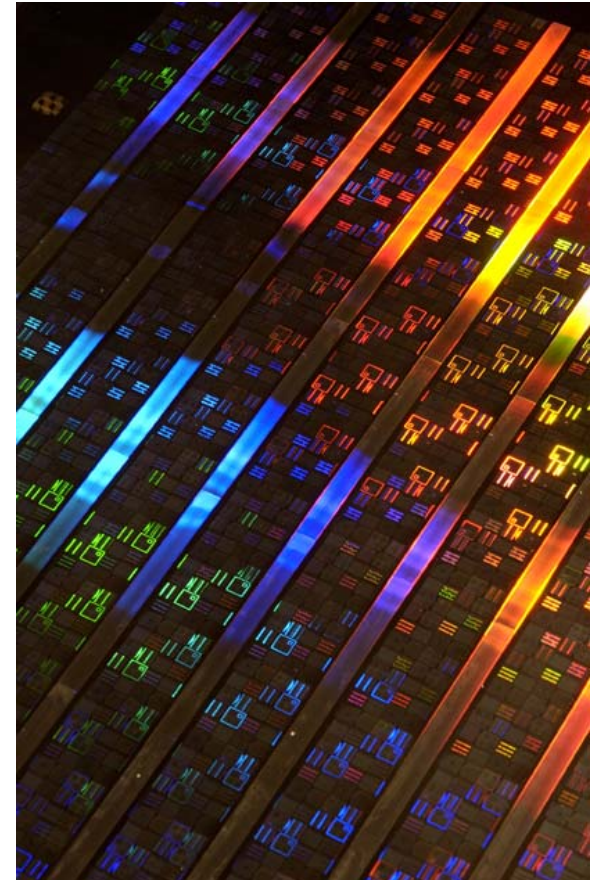
H O L O G R A M ■ I N D U S T R I E S

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# ■ ■ ■ ■ ■ Hologram. Industries



- French company founded in 1984
- Specialized in high security DOVID' s since 1993
- 18.2 M€ sales in 2006
- Located in Paris region (30 km from Paris and 25 km from airport)
- 5000 m2 factory
- 100+ employees



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# ■ ■ ■ ■ ■ Hologram. Industries



- Publicly Traded in 1998 on the French Stock Market
- Protection of fiduciary and ID documents, and brand protection
- ISO 9001:2000 certification
- CWA certification as “High security holograms producer” (Intergraf)
- ECB agreement for Euro holograms production
- IHMA member



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# ■ ■ ■ ■ ■ Pharmaceutical industry needs



- **Product authentication**
  - A device or system that permits the authentication of the product at the different points of the distribution channel through the final user:
    - Easy and reliable authentication
    - Without equipment
      - Visual authentication
    - Or automated
      - machine authentication
- **Product identification**
  - A device and a system that permit to identify and trace each products through the distribution channel down to the final user

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# ■ ■ ■ ■ ■ Identification codes



- Numerous coding systems are available on the market to identify the product and offer many advantages
  - Code uniqueness
  - Machine readability
  - On line verification of the uniqueness of the code
- But codes can be easily duplicated
  - So codes cannot be considered as an enough reliable authentication device for pharmaceutical product
- Consequently, codes must be associated with an authentication device

## Original



AX34 R79J  
AG69 1361

## Copies



AX34 R79J  
AG69 1361



AX34 R79J  
AG69 1361



AX34 R79J  
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■ ■ ■ ■ ■ A proven solution to  
authenticate products and data



- DOVIDs have proven their efficiency in data and ID document authentication
- New generation of DOVIDs offer much higher counterfeit resistance and easy-to-control features



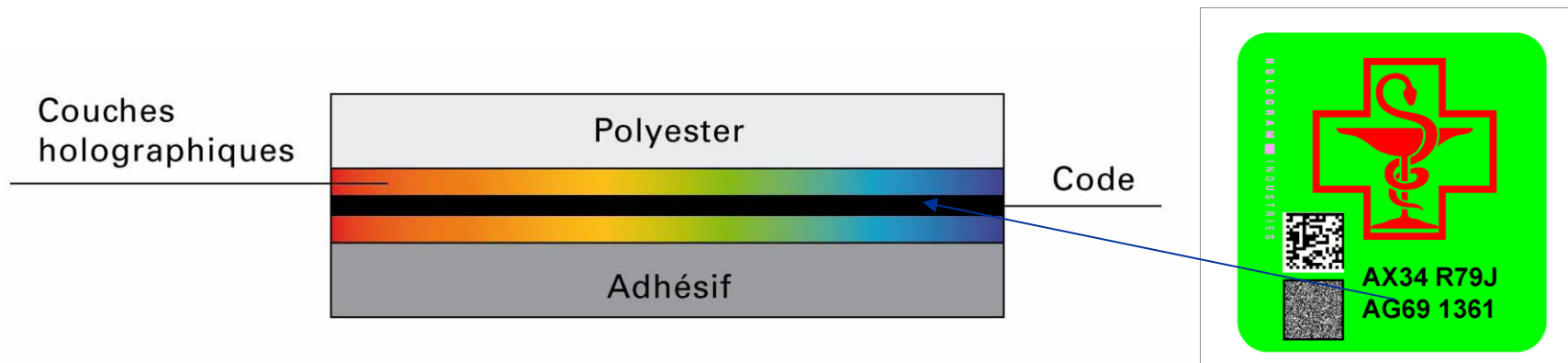
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■ ■ ■ ■ ■ Similar concept can be applied for pharmaceuticals



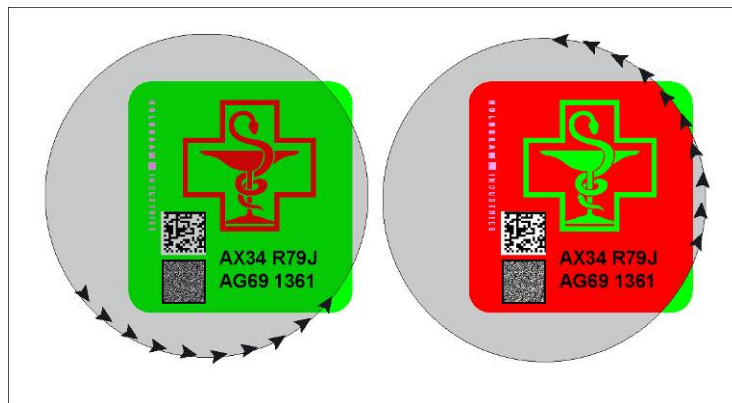
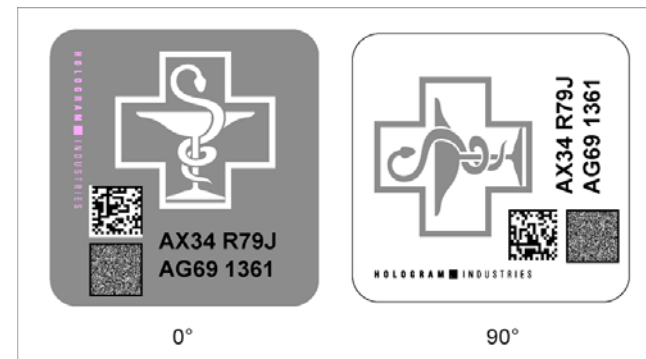
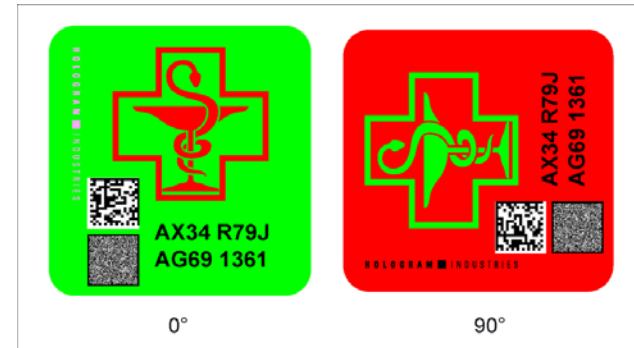
- Codes can be secured and authenticated when embedded into a high security DOVID
  - Embedded codes cannot be forged or copied, they are destroyed at any removal attempt



# Visual authentication of the product and the data



- Easy visual first level control
  - Color permutation
  - Achromatic Positive/negative switch
- Easy visual second level control
  - Using cheap decoding filter



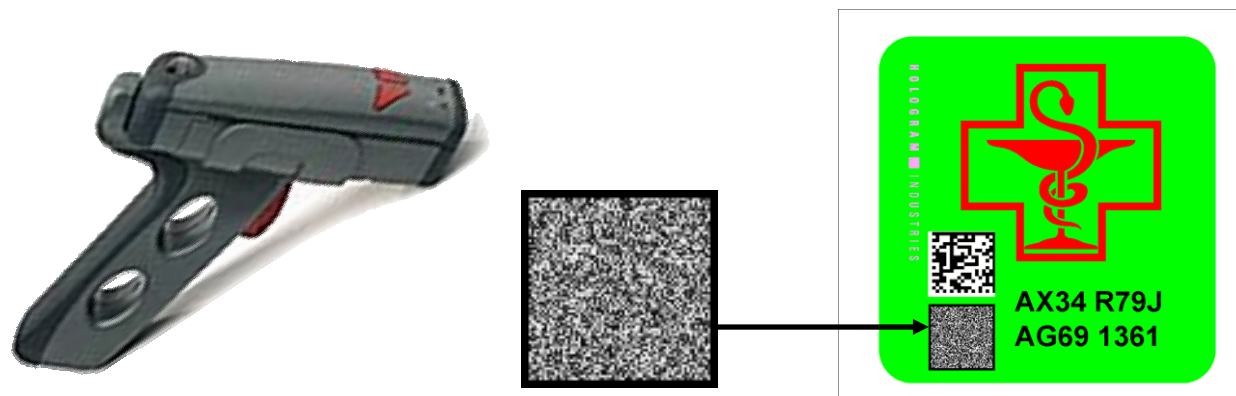
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# ■ ■ ■ ■ ■ On field machine authentication



- Advance DOVIDs can be the vehicle for machine readable authentication feature
  - Most machine readable features can be integrated in a DOVID
  - Example based on digital watermark technologies

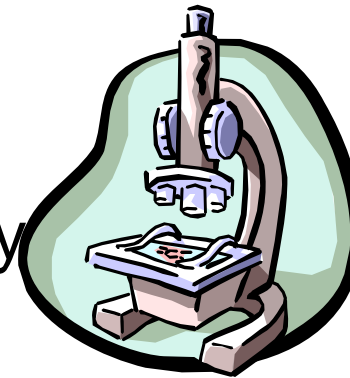


■ ■ ■ ■ ■ Dovids : vehicle for additional functionalities



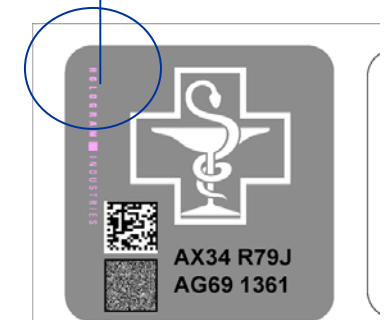
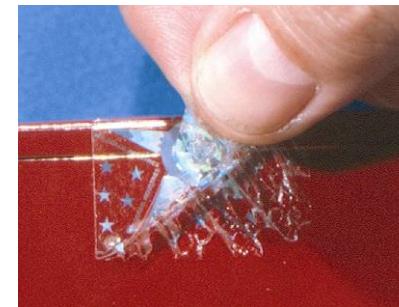
■ Covert forensic features

- full proof of the authenticity of the device



■ Tamper evidence:

- Destruction in case of removal
- seal



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■ ■ ■ ■ ■ Automatic authentication  
of the code

- The datamatrix information is secured by the embedded machine readable authentication feature



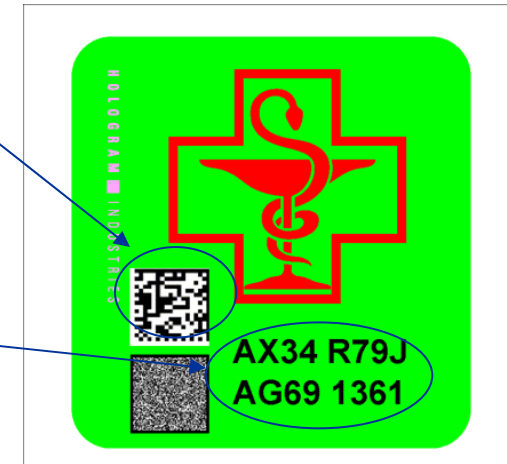
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# ■ ■ ■ ■ ■ Full usage of the embedded code



- Machine readable Matrix code
  - Machine readability with dedicated readers
- Visual clear code
  - Through Internet on the secure system Website
  - By calling the system call center
  - By sending a SMS to the system special number
- On-line / off-line control



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## ■ ■ ■ ■ ■ Executive summary



- To help the pharmaceutical industry in its fight against counterfeiting, security Dovichs provide combined effective features:
  - Authentication
  - Secured traceability
  - Tamper-evidence
  - Legal proof
- Combining the interest of a strong authentication device and any coding system

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Thank you for your attention !



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