

**IMPACT – First Anti-Counterfeiting Technologies Meeting
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Serilisation and Online-Authentication of Pharmaceutical Products

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Key Requirements for Brand Protection in the Pharmaceutical Industry

- **Authentication needs easy identification through the supply chain**
 - To identify diversion, unauthorised re-imports or repackaging
 - To identify counterfeits
 - To allow batch recall
- **Easy integrated into primary and secondary packaging**
- **Combination of Batch Number, Expiry Date and Serilisation**
- **Easy Authentication - everywhere and from everybody**



The objective

Clear identification of products regarding their origin, identity, destination or any other characteristic = Tracing

The solution

Each product receives its unique key and becomes a unicum:

- **15 digit alphanumeric code,**
e.g. 5hy64 – qel5w – 1k4tf or
- **23 digit pure numeric code**
e.g. 19872 – 2376 – 23458 – 3964 - 954



- Each product receives a unique number
- The number contains a highly encrypted reference to the specific product, batch no., origin or destination,...
- Code may be visibly printed, barcoded or hidden.
- Any patient, pharmacists, or doctor may authenticate the product via the Internet or a mobile device (PDA).

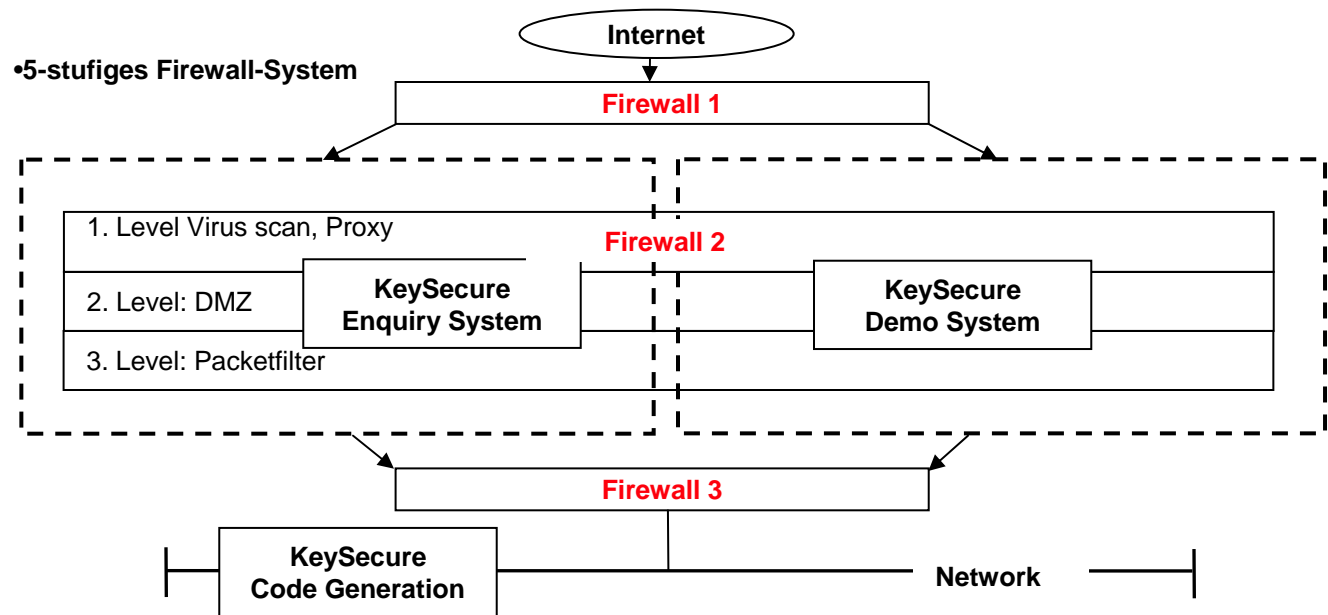
➔ <https://trace.schreiner-keysecure.com:880>



■ KeySecure - why is this system so secure?

- Highly 128bit key encryption
- Highly protected server infra-structure
- No data storage/ except for reporting

➡...it would take five billion Apple G4 computers and approximately 150 billion years to read the entire code room!



■ KeySecure - why is this system so easy to implement?

■ The code...

- Code can be printed and laser-engraved...
- ..on primary and secondary packaging...
- ..embedded in number, barcode/ data-matrix or RFID.



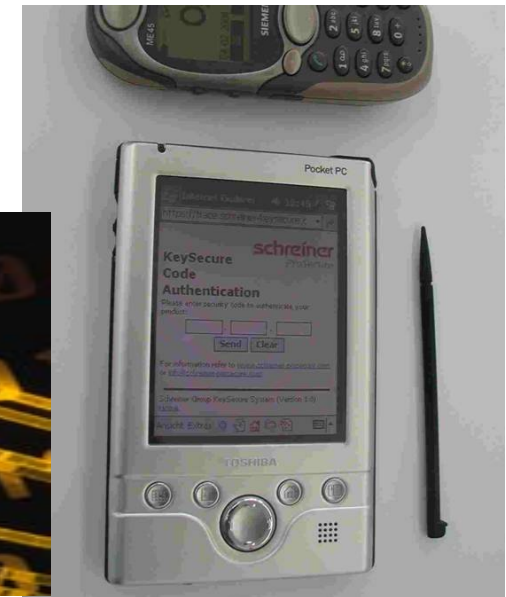
■ The webpage authentication...

- Plug & play software platform
- Enquiry template runs on brand owner internet
- Security Hosting of Decoding

KeySecure: Authentication

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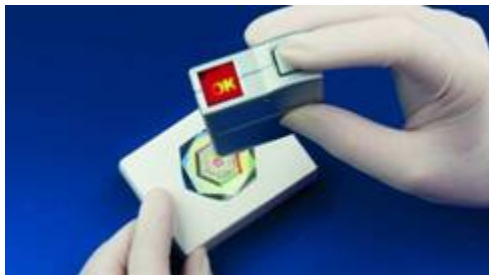
- Query via the Internet, mobile devices (PDA) or phone
- Entering the code displays encoded product information
- Warning message appears if code is not authentic or maximum number of queries has been exceeded



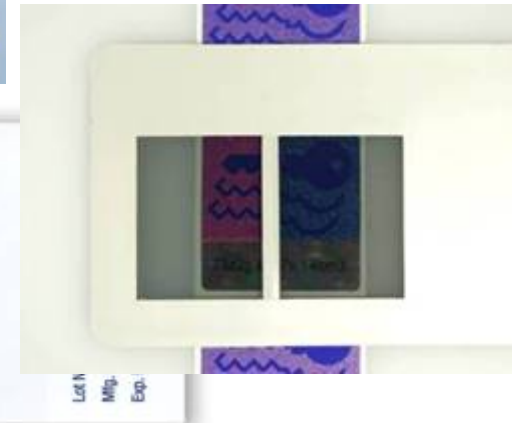
Easy combination with a multi-layer packaging protection program

- Easy to combine with overt, covert and forensic security features

Holograms with nanotext



Invisible IR pigments



Digital watermarks

Color-shifting ink



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