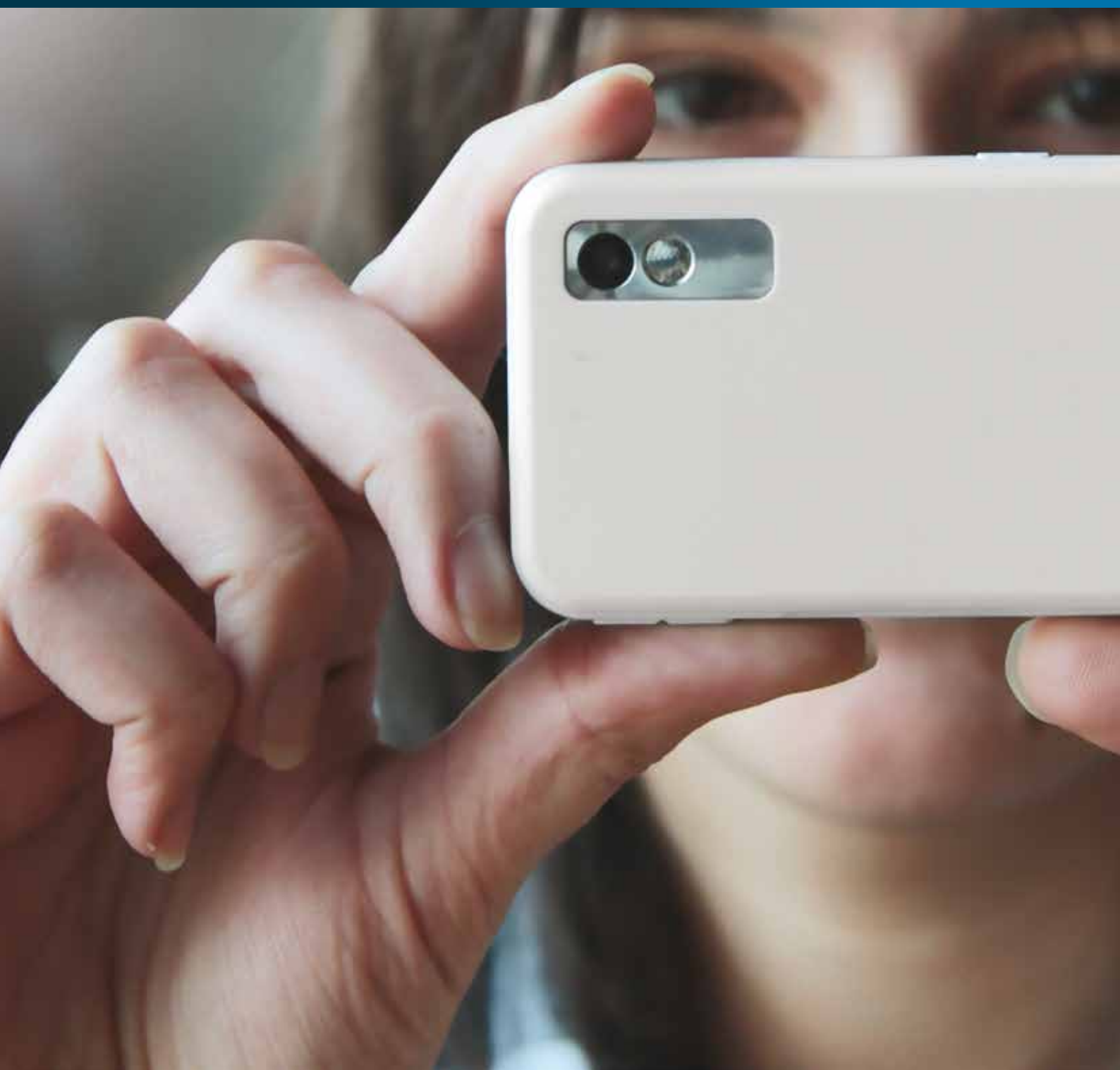




scryptoTRACE®

End-to-end brand security and analytics



scryptoTRACE

scryptoTRACE is a comprehensive brand verification and protection solution that includes a unique smartphone verification app, market analytics and print layout management – all in one, easy-to-use package.

Deploy the scryptoTRACE product verification app and you can empower anyone with a smartphone or tablet to check the authenticity of your products.

Detailed verification data is immediately available to you on a central server, so you can also use the data you gather for intelligent real-time insight into global counterfeit activity.

scryptoTRACE gives you everything you need to identify forgeries and get a complete picture of your products – enabling you to initiate or optimize counter measures as required.



Discover what scryptoTRACE can do for you

Print layout management

With the scryptoTRACE print layout management you can oversee all the print artwork and security codes for your products. Each new print layout takes just seconds to create and comes complete with a new invisible marking. The system is web-based, and the portal is multi-lingual, which means you can work from anywhere in the world.

Your print department or suppliers can easily upload or download artwork files through secure data upload. All user transactions are traced in the product log file, and the whole system and all its data backs-up automatically, ensuring high data security and availability at all times.

How scryptoTRACE works

- Incorporate invisible scryptoTRACE code into your product
- Verify the embedded codes with the scryptoTRACE app
- Get deep insight into product movement across multiple markets
- Adapt your brand protection strategy and initiate counter measures deliberately and effectively.

Easy product verification

The scryptoTRACE product verification app enables anyone with a smartphone or tablet to check the authenticity of your products, even if their device is offline.

The app scans for unique product markers invisible to the naked eye and enables instant verification anywhere around the world.

Researchers, inspectors or consumers can verify products and collect vital data including user, date, time and location (GEO-tag). This enables you to quickly identify forgeries or gray market products.



Comprehensive brand insight

All data gathered is transmitted automatically to the central scriptoTRACE server, enabling you to carry out detailed analysis and evaluation of your brand protection programs. This allows you to store, analyze and visualize all this information, giving you a complete up-to-date picture of global product movements that can also be used by logistics, marketing and sales.

Effective counter measures

With powerful insights into the movement of your products and key hot spot areas, you're able to develop and take appropriate mitigation steps. Whether you choose to adapt your marking strategy, or use other products within the U-NICA range for more distinct markings, such as spectroTAG and intraGRAM, you can ensure greater visibility and control over your brand protection measures.



Overall benefits of scriptoTRACE



Track gray market activity

Get real-time insight into extent of grey market activity.



Smartphone app

Easy to use verification app that works on and offline.



Real-time reporting and insights

Track the movement of authentic and counterfeit goods.



Support marketing campaigns

Intensify your customer engagement and promotional activity with inbound marketing features.



Efficient utilization of resources

Adapt your brand protection initiative with fact-based action.



White label service

Deploy your own branded verification app and layout management portal.



Contact us

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