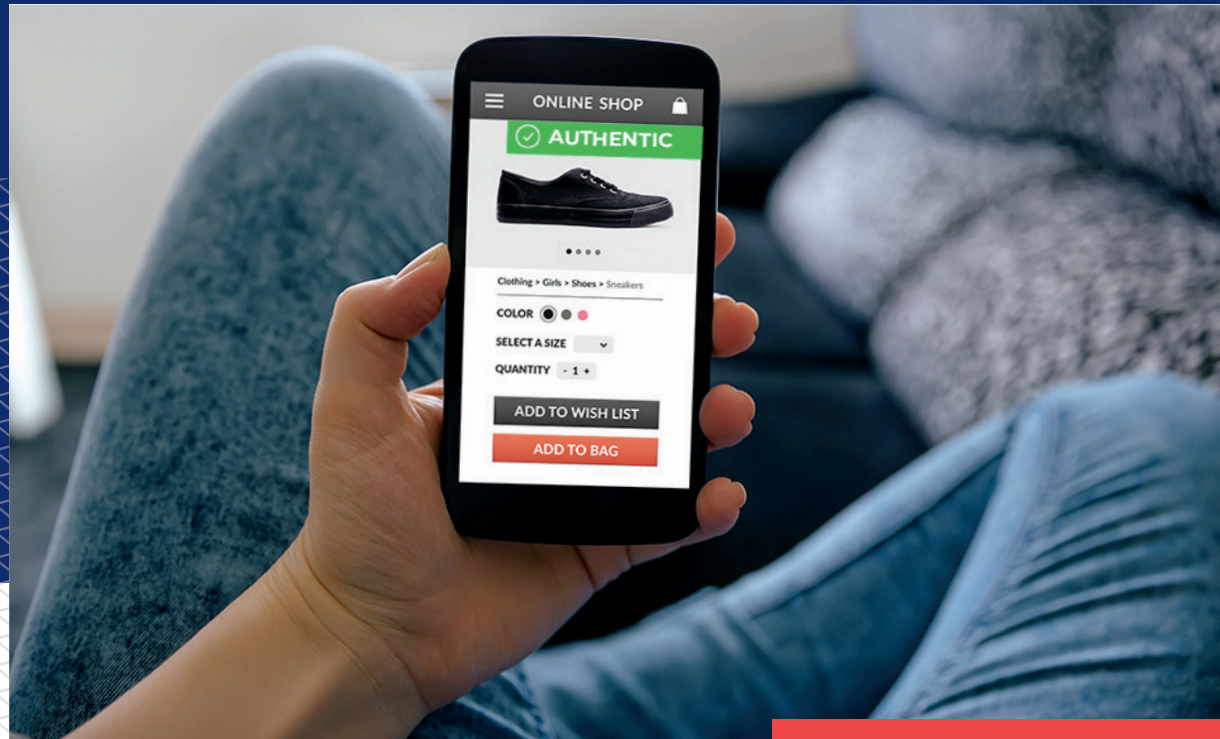




SOLUTION BROCHURE

# Brand Protection with Secure NFC Technology



# Why Secure NFC?

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**“A chain is as strong as its weakest link” – Thomas Reid**

You have heard the saying “a chain is as strong as its weakest link”. This idiom certainly applies to the technologies you employ in your brand protection efforts. Imagine attempting to build consumer trust in your brand’s products by incorporating ‘on-product’ digitized anti-counterfeit security, product journey tracking and NFC-enabled consumer engagement but only to have that trust broken by an NFC delivered consumer experience which has been shared, cloned, and manipulated.

## Established TRUST

A brand protection program employing world-class OpSec and WISEKey technology establishes trust at every level to ensure consumer engagements actually happened via a true and secure tap of the product. Our combined solution authenticates the unique identity of the product and then delivers a secure consumer experience. With our integrated brand protection solution, each of your products will receive the following benefits:

- On-product digitized anti-counterfeit technology
- Individualized product journey tracking
- Secure NFC enabled consumer interactions
- Enabled personalized and contextualized consumer engagements
- Actionable ‘InSights’

## Secure NFC

NFC technology alone does not provide the security your brand protection program requires, and not all NFC chips are created equal. Our NFC chips feature NanoSealLRT technology which provides tamper protection, opening detection, secure provisioning (i.e. the experience cannot be changed) and will protect each individual ‘tap’ with cryptographic technology. With a variety of application possibilities protecting your products with secure NFC chips has never been easier.

# How it works

## On Product Protection & Digital Enablement

Each of your products will be protected with world class on-product anti-counterfeit technology. Anti-counterfeit technology which incorporates overt, covert, semi-covert, and forensic features. This unique on-product technology will serve as a visual indication of a product's authenticity and will itself encapsulate your product's secure NFC chip. The secure NFC chip will serve as the digital gateway to an authentic consumer experience.

## Digitization & Product Journey Tracking

Each product will have its own unique digital ID assigned and a corresponding unique digital profile established in our cloud-based product journey tracking system. As your product moves along its journey key movements and data can be captured with ease and stored into each product's unique digital profile. These data associations can include details such as:

- Materials used and provenance
- Manufacturing (where and when)Secure NFC enabled consumer interactions
- Distribution and logistics informationActionable 'InSights'
- In-store and post-purchase interactions

captured about a product's journey can be useful for additional digital authentication measures; as well as, personalizing consumer experiences with marketing messaging and incentives.

## Protecting Each Tap

Only individual and actual physical taps of our secure NFC enabled product will properly engage the NFC chip. All other engagement attempts trigger alerts which can be managed by the brand as it sees fit. A physical tap of our secure NFC chip will trigger the creation of an encryption key which will be appended to the URL pre-programmed into the tag. A cloud authentication service will validate the NFC chip's authenticity by using cryptographic security. If the NFC chip is authentic, then a secondary check will be performed to ensure the unique digital ID of the product is valid as well.

## Additional 'InSights'

Consumer 'InSights' into your products are only as good as the integrity of the data you have collected. Ensuring your Secure NFC enabled products have indeed been physically tapped when engaged, the right consumer experience has been triggered, and consumer interactions have been properly captured will enable your brand to truly understand how, where, and when your consumers have interacted with your products.

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**“Security is excessive until it is not enough”**

**– Robbie Sinclair**

## About WISeKey

WISeKey (NASDAQ: WKEY; SIX Swiss Exchange: WIHN, NASDAQ: WKEY) is a leading global cybersecurity company currently deploying large scale digital identity ecosystems for people and objects using Blockchain, AI and IoT respecting the Human as the Fulcrum of the Internet. WISeKey microprocessors secure the pervasive computing shaping today's Internet of Everything. WISeKey IoT has an install base of over 1.5 billion microchips in virtually all IoT sectors (connected cars, smart cities, drones, agricultural sensors, anti-counterfeiting, smart lighting, servers, computers, mobile phones, crypto tokens etc.). WISeKey is uniquely positioned to be at the edge of IoT as our semiconductors produce a huge amount of Big Data that, when analyzed with Artificial Intelligence (AI), can help industrial applications to predict the failure of their equipment before it happens. Our technology is Trusted by the OISTE/WISeKey's Swiss based cryptographic Root of Trust ("RoT") provides secure authentication and identification, in both physical and virtual environments, for the Internet of Things, Blockchain and Artificial Intelligence. The WISeKey RoT serves as a common trust anchor to ensure the integrity of online transactions among objects and between objects and people. For more information, visit [www.wisekey.com](http://www.wisekey.com).

## About OpSec

For nearly forty years, brands, institutions, and governments around the world have relied on OpSec to ensure the integrity of goods and documents. In a world of rising fraud and black-market alternatives, we are the layer of truth that powers revenue-generating relationships. This is only possible through a unique combination of proven security experience, deep industry expertise, the market's broadest range of solutions, and a commitment to digital and physical integration leadership. For brands that depend on sustained relationships with customers, OpSec secures integrity, enhances loyalty, and protects revenue. For more information please visit [www.opsecsecurity.com](http://www.opsecsecurity.com).

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