

Looking for the Best Solution?

You-R® SECURE

► Make sure that your products on shelf are YOUR products!



You-R® SECURE

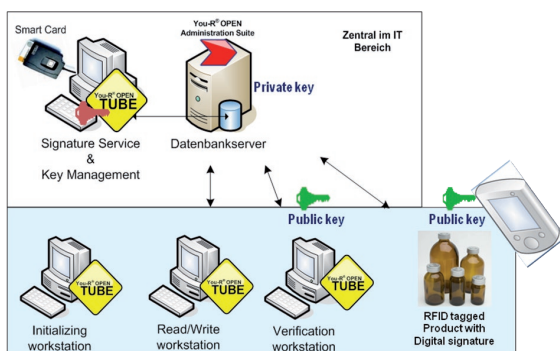


You-R® SECURE is a You-R® OPEN based Solution Module for brand protection, prevents plagiarism and is an effective anti counterfeiting measure

Situation Today

Counterfeiting of products constitutes a serious and ever growing problem for legally run businesses and for owners of intellectual property rights, in all industrial segments. Brand manufacturers from all segments, including the pharmaceutical industry, want their customers using their products. . The reasons are multiple the quality, the warranty, the financial aspects as well as security and not even lifesaving reasons (medicines, alcohol...) for your brand and your products, especially when dealing with products in the food and drug sector.

Solution



RF-iT Solutions has developed a proven solution module for manufacturer brand protection based on asymmetric cryptographic technology. Each single item is equipped with a passive RFID-transponder which holds a digital signature in its memory. This digital signature is normally produced by You-R® SECURE at the manufacturers trust centre with the private key infrastructure of the manufacturer.

The verification of the digital signature which shows the product's originality can be done where ever the product is. It is possible to do this with a mobile RFID-device and an application when the product has reached its final retail store or built into equipment which is associated with the consumable.

You-R® SECURE is based on the powerful You-R® OPEN integration and solution building platform. RF-iT's system integration partner can customise and efficiently integrate You-R® SECURE modules into customer backend systems. You-R® SECURE modules have been proven in projects and tested in RF-iT's EPCglobal Test Centre.

Customer's Benefits

- ▶ Efficient brand protection available on several technologies (e.g. HF, UHF)
- ▶ Offline verification possibility
- ▶ Asymmetric cryptographic technology allowing secure and easy key management for verification
- ▶ Low integration cost
- ▶ Low maintenance cost
- ▶ Alerting functionality
- ▶ Product authenticity and digital signature check with the help of mobile devices
- ▶ Ready for the future AutoID devices (2D, RFID HF, RFID UHF) – multiple vendors

Use Case 1

It is more and more upcoming that counterfeited products appear in retail on the sales floor beside the originals. Inspections and mystery shopping agents with mobile RFID-devices can put an end to these situations. The You-R® SECUREs mobile RFID verification application can read the digital signature of the brand owner on the RFID-tag and evaluate if this product is an original or not. Examples for this solution can be found in the fashion industry, cosmetics industry but also in the food and beverages sector.

Use Case 2

In some cases it is absolutely important that consumables of HW-devices are substituted by products of the brand owner. The consumable can be equipped with an RFID-tag which has the secure mechanism on it. It can be guaranteed that the HW-device will only work correctly if the consumer uses the consumables of brand manufacturer. Important examples are "printers and their toner cartridges" or "medical devices with their laser probes".