

**EXTRACTED FROM**

# **& Product** **IMAGE** *security newsletter*



No.36

The Newsletter of Label & Tag Security International

March 2001

## **Additional covert protection for holograms**

Nowadays, market needs call for robust yet highly flexible authentication and verification solutions. Demand no longer separates between overt (visible) and covert (invisible) security features but requires integrated solutions that combine the two into a full security strategy.

Specially designed for these market demands, InkSure's multi-layered technology provides a machine readable Hologram -offering a covert protection for an overt feature to ensure highest level of security. As many companies learn from their own, painful experience, most overt features are not fully proof protected from forgery -even the most advanced Holograms have been attacked by would be counterfeiters. This is why Brand Owners and document issuers today are seeking further advanced, machine-readable technology to protect their Holograms.

InkSure's proprietary technology features highly complex and secure machine-readable optical codes. These invisible codes mark each Hologram exclusively with a unique "signature", to distinguish between a genuine Hologram and a counterfeit. The codes are incorporated during the regular Hologram production process, without altering any of its performance characteristics, and require no special adaptations.

To the naked eye, there is no visible difference between a marked and unmarked Hologram. The authentication and verification of a genuine Hologram is done by using InkSure's hand-held readers, which utilize specially developed software to identify the unique code signature.

The Hologram's overt elements remain as a visible indication for the end user that the product or document is protected. The machine readable marking codes, however, provide the further 'second level' robust protection needed by brand owners and document issuers to ensure effective, unambiguous authentication .

InkSure provides customized, cost effective and highly reliable solutions that enable the authentication, tracking and tracing of documents, products and brands. InkSure's marking and detection solutions can be applied to all impact printing and digital processes and are ideally designed to secure variable data.

*Further information:*

*Inksure Inc.*

*E-mail: [sales@inksure.com](mailto:sales@inksure.com)*

*<http://www.inksure.com>*