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Chinese Startup Develops Anti-counterfeiting RFID Chip

On Sept. 12, the China Trade Association for Anti-counterfeiting invited domestic authoritative experts to the State Administration for Market Regulation, including Ni Guangnan, an academician at the Chinese Academy of Engineering; Liu Zhuohui, an academician at the International

Academy for Quality and the president of the China Trade Association for Anti-counterfeiting; and Chen Weijian, a professor at the University of Electronic Science and Technology. The team was asked to review Sichuan Ident Industrial's new RAS anti-counterfeiting verification system (RAS stands for "RFID for Anti-counterfeiting with Status). According to Ident, the team deemed the solution cost-effective, safe and reliable, noting that it can improve the security of traceability systems when used as a secure and trusted access point.

"The Ident RAS is the best anti-counterfeiting system I have seen so far," said Ni Guangnan in a prepared statement. "It is innovative and should be supported and promoted." Ni Guangnan said he hopes the technology will play an important role in global commodity anti-counterfeiting and traceability, and that it will assist the Chinese government in building a safer, more transparent market environment. Liu Zhuohui added in the prepared statement that the system offers an economical and safe solution to the problem of providing traceability at the enterprise, industry and state levels in order to prevent the distribution of fake goods.

Traceability systems tend to work effectively when an anti-counterfeiting solution is in place, Ident explained, but the two fundamental anti-counterfeiting problems (the bulk copying of labels and the reuse of used labels) have not been solved, according to the company. These are global difficulties in the anti-counterfeiting field, Ident said, and the RAS anti-counterfeiting verification system is intended to solve these issues.

The R&D team held discussions with several businesses, including Wuliangye, a manufacturer of Chinese alcohol, regarding their anti-counterfeiting needs, then devised new solutions after it understood the pain points of users and industries alike. The resulting system employs anti-counterfeiting e-labels, a verification platform, manufacturer

interfaces and consumer-verification terminals. "The system solves the two technical problems of bulk label copying and label reuse for the first time," said Liu Weining, Sichuan Ident Industrial's chief scientist professor—who is also a member of the MOE New Century Excellent Talents Program, and an academic and technical leader in computer software and theory in Chongqing—in the prepared statement.

At the review meeting, Sichuan Ident Industrial and the National Product Anti-counterfeiting Traceability Verification Public Platform signed a strategic cooperation agreement. The platform will apply the RAS system as the core support technology to provide a reliable verification interface for national traceability systems in China, in order to help standardize the competitive order of the national market and build an honest business environment. The National Product Anti-counterfeiting Traceability Verification Public Platform is an authoritative, impartial and credible state-level information service platform established under the guidance of the Office of the National Leading Group on the Fight Against IPR Infringement and Counterfeiting and the State Administration for Market Regulation.

After the review was completed, Jiang Feng, the founder and CEO of Sichuan Ident Industrial, was among several experts interviewed at the State Administration for Market Regulation. According to Jiang Feng, the company's first-generation verification system for addressing the bulk copying and counterfeiting of labels was applied by Wuliangye in January 2017, to what he called a "glowing response." That system was focused on the idea of cost security, the closed-loop control theory and a "black box plus isolation module" model. In June of this year, the RAS chip was developed, creating a chip-based technology to address counterfeiting problems.

"The Ident RAS anti-counterfeiting verification system is cost-effective and safe. Its application cost is close to that of a QR code," Jiang Feng said in the prepared statement. "The

variety of anti-counterfeit labels at the product side, the security and convenience of the manufacturer traceable information access, and the general applicability of the consumer's verification terminal provide a technical and economical foundation for our system to propagate quickly."



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