

RFID
JOURNAL
LIVE!

20 **YRS**
2003 - 2022

MAY 17 - 19, 2022
MANDALAY BAY | LAS VEGAS, NV

Blockchain Technology:

Learn how it can add value to your business

Frank Thijssen
COO



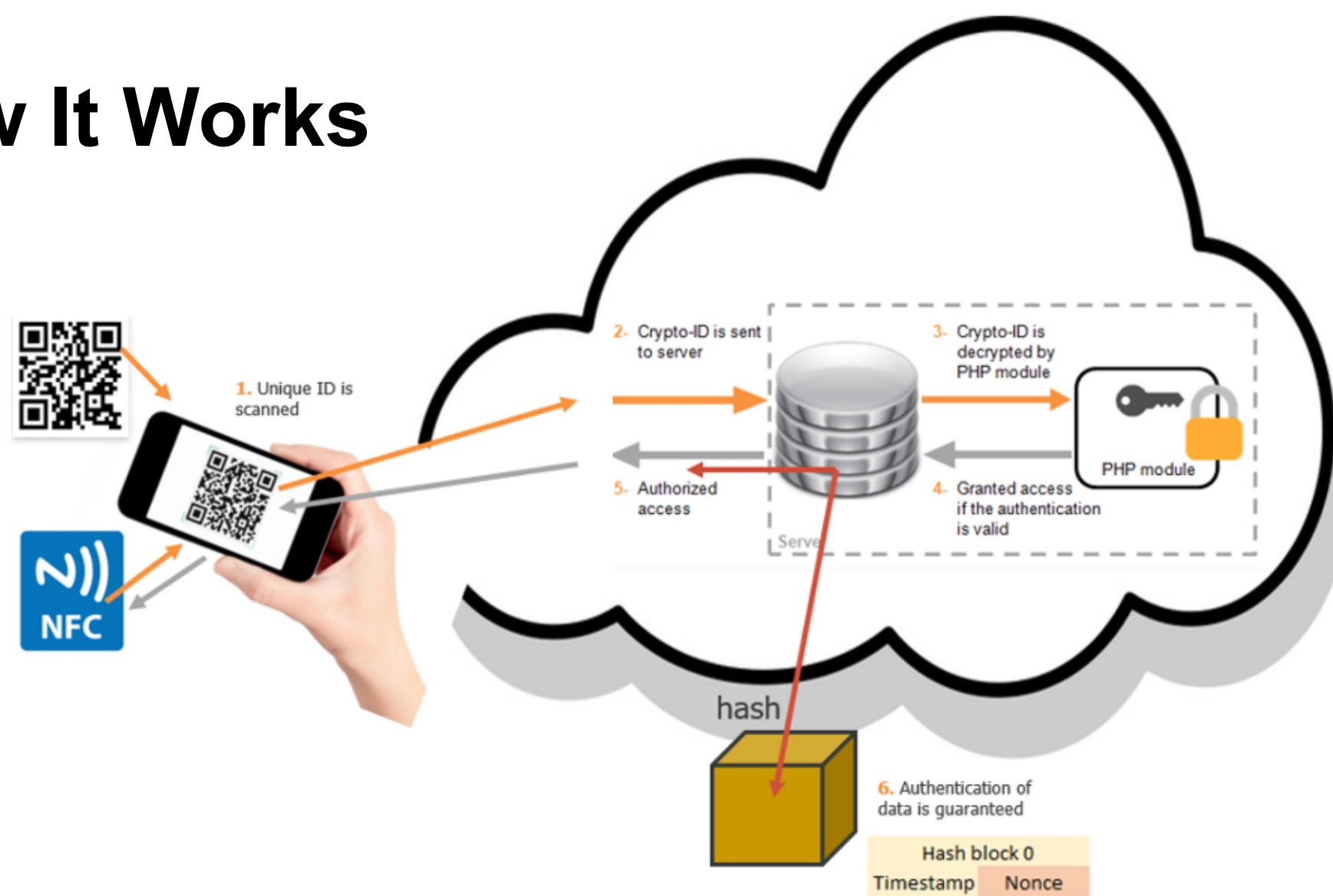


What is Blockchain?

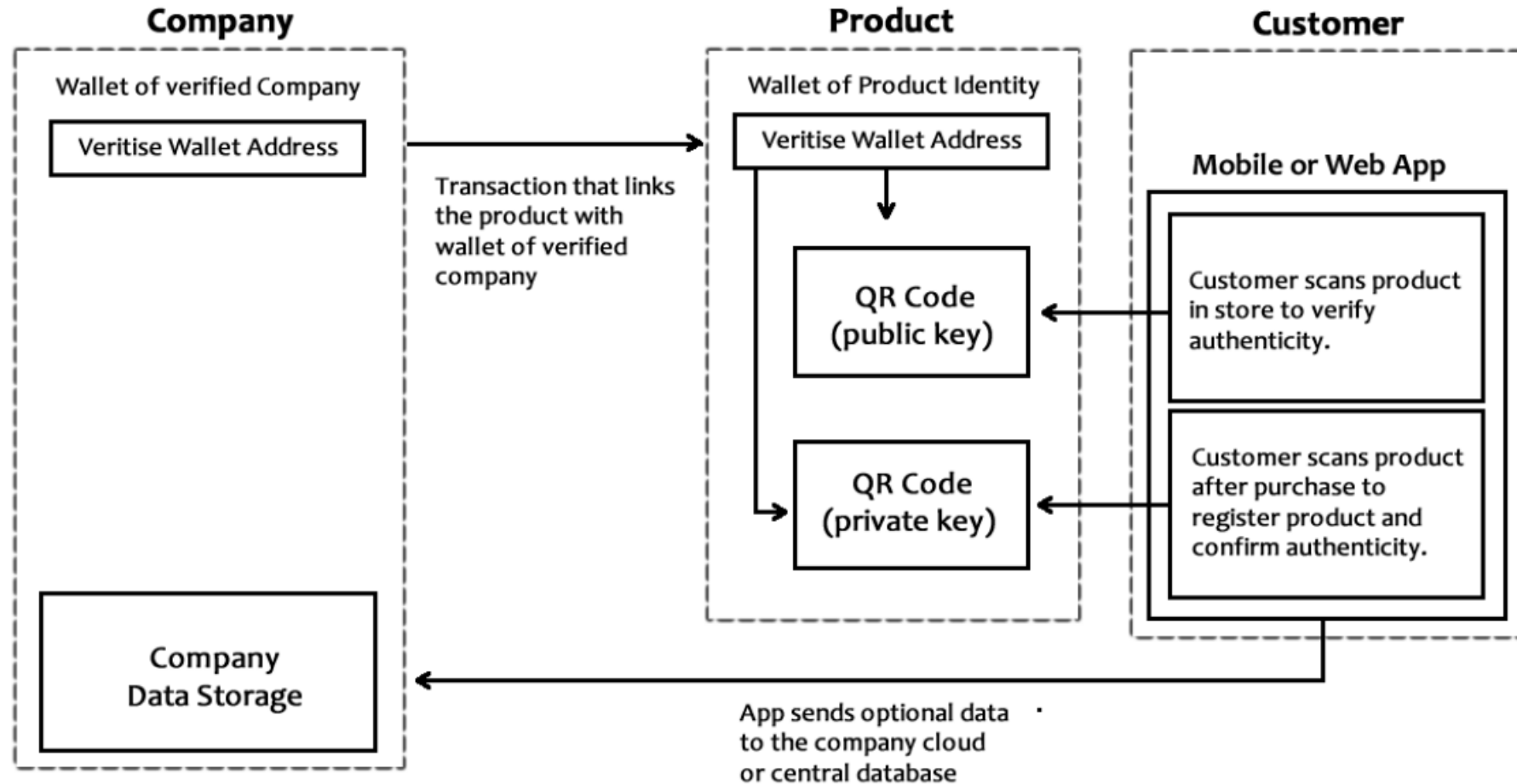


Why use it?

How It Works



How It Works

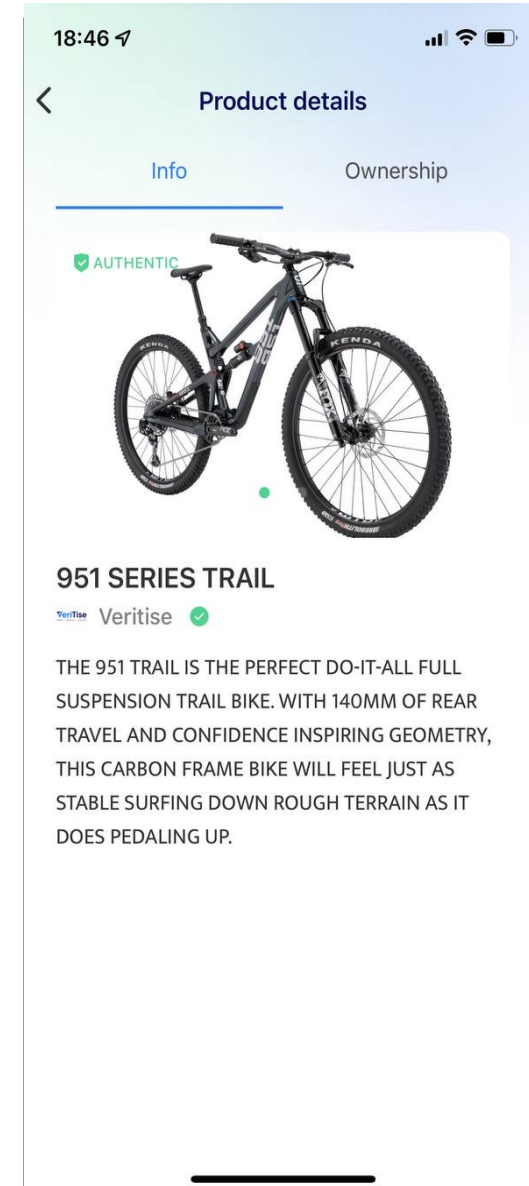


Shop

- Scan bike in store
- View product information
- Check authenticity of product (protection against counterfeits)
- Check Authorized Dealer status
- View Traceability data

After Purchase

- Register ownership of the bike
- Claim warranty
- Receive product updates from brand-owner or manufacturer
- Submit feedback, fill out surveys
- Get discounts for future purchases
- Earn loyalty points
- Enter service and maintenance records
- Sell the bike and transfer ownership to new owner



Chipless Solutions

Foldable Anti-Counterfeit Label
Protected with **Veritise Blockchain** Technology



Minimum Label Dimensions
30.305mm (h) x 12.465mm (w)



Food and Beverage Industry

VeriTise provides consumers with the guarantee that food products and beverages certified by VeriTise have certain important properties. It can confirm for instance whether the ingredients are truly organically sourced, who the suppliers of the ingredients are, if the expiration date on the label has been tampered with, if the product is from the original manufacturer, and the list of potential uses is growing.



Wine Industry

In China it was estimated by Forbes that 50% of all wines exceeding \$35 were counterfeits. VeriTise technology can provide wine manufacturers a way to inform consumers if they are buying a genuine bottle of wine or not. VeriTise will allow a consumer to check if their wine is genuine with just one scan from their mobile device. We will contact wine manufacturers across the globe and work with them to include VeriTise QR codes on their wine labels to help them solve the counterfeit problems especially in the Chinese markets. At the same time we will provide them with helpful consumer data information.



Clothing Industry

VeriTise enables clothing brands to guarantee authenticity of their products to consumers. The consumers scans the VeriTise code and receives immediate product details and proof of authenticity. In addition, after consumers scan the product VeriTise immediately offers the option to consumers to submit personal information to the manufacturer for the purpose of subscribing to the email list, to receive special discount coupons, collect loyalty points and so on. VeriTise helps manufacturers to collect valuable data about their customer base, maintain customer retention and increase consumer engagement with the brand.



Pharmaceutical Industry

Drug safety in today's pharmaceutical industry is a growing concern and can impact the lives of patients dramatically, both positively and negatively. End-users as well as doctors and pharmacists often do not have an indisputable way to verify whether the medicines they use and prescribe are genuine or counterfeit and whether they contain the ingredients stated on the packaging. VeriTise services can protect people's health by ensuring the pharmaceutical product is genuine, free of contaminants and safe to use.



Jewelry and Precious Metals

In 2017, the cost of seized counterfeit jewelry and watches was \$460,162,145 in the USA only. The amount of counterfeit jewelry across the globe is astonishing. VeriTise will contact jewelry manufacturers and provide them with eloquent solutions that allow the consumer to scan and register the jewelry or watch and register it to their own VeriTise account. The consumer benefits from two things, he or she has re-assurance that they've bought a genuine item and also, he or she can then transfer ownership to a new owner should she decide to resell the jewelry or watch. This will greatly inspire confidence in the secondhand market.



Electronics Industry

In the industrial mechanical electronics industry inferior electronics parts are a big problem that can have serious consequences. VeriTise can offer a cost-effective solution to deliver an ensure that you get genuine electronic parts. Inferior counterfeit parts installed in larger systems such as a production line can lead to malfunctions or breakdowns that can lead to significant financial harm through several hours or days' worth of unplanned downtime. In the consumer electronics industry VeriTise ensures authenticity and quality of products to consumers as well as an easy and fast way to register the warranty on your purchased product.



Automobile Industry

VeriTise makes it easy for tire shops and car repair shops to trace and identify car tires throughout their lifecycle. A VeriTise QR code can be lasered straight onto the tire for maximum durability. Car tire manufacturers can employ QR codes as a means of assuring traceability and reducing the impact of product recalls. Commercial fleet managers can use laser markings to organize inventory, track usage and prevent theft. End-users can retrieve valuable technical and commercial information about their tire specs and suitable replacements or quickly enter online marketplaces for replacements or to sell used tires. The same technology can be applied to car parts which opens up a huge market for VeriTise.



Human Identification Industry

With VeriTise we can provide very fast and efficient personal identification systems. A user's photographic identity can be scanned onto our software and we can provide a QR code that links to it. We can attach all kinds of data to this as well. With a scan an event organiser can check the clearance level of the card holder and see if it is indeed the actual person. We can use VeriTise identification technology on event passes and even business cards. We can also use it to allow for fast account creation without the need to scan and send paperwork a person can prove their identity with the Veritise App.



Veritise in the Metaverse

NFTs (non-fungible tokens) are becoming more and more popular in order to tokenize and digitize physical objects, real estate, contracts, licenses, memberships and so much more in a virtual place that forms a part of **WEB 3.0** and the rapidly growing **Metaverse**. Veritise recognizes the importance of this development and therefore the Veritise next-gen enterprise-grade blockchain is fully equipped with the capability to create and manage NFTs.



Veritise Blockchain as a Service

- Fast onboarding
- Turn-key Solutions instantly ready for use
- Subscription based, no upfront costs
- Affordable
- Scales according to needs
- Customization and integration



MAY 17 - 19, 2022

In Conclusion

Come have a talk at our booth #225

Sign up for our newsletter at www.veritise.com

Contact me at: Frank@veritise.com

Thank you for your interest!



MAY 17 - 19, 2022

THANK YOU

