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WIS@key and Original1 join forces to provide Global Brand Protection Services

Geneva-Frankfurt (ots) -

WIS@key and Original1 announce a strategic alliance for the usage of cryptography technologies in the field of anti-counterfeiting. The combination of strong authentication, with product lifecycle management services, as well as identification technologies, such as barcodes, RFIDs, holograms and other machine-readable marker technologies ensures the control of the product lifecycle and prevents piracy.

WIS@key will contribute in this strategic partnership with its WIS@keyAuthentic Platform which is currently in deployment by several major watch brands including Hublot installing presently the solution in over 400 boutiques around the world. Last year Hublot and WIS@key revolutionized BASELWORLD 2009 with this breakthrough technology against counterfeiting.

"We are very happy about this strategic partnership with Original1 which will allow us to aggressively pursue the use of our WIS@keyAuthentic technology," declares Carlos Moreira, the company's Founder, President and CEO. "We are pleased to have prestigious brands as significant customers for our proprietary technology and are looking forward to the continued development and application based on our international patent pending technology in new areas related to the anti-counterfeiting market." WIS@keyAuthentic is not only a solution to fight against counterfeiting but also provides an embedded control of the gray market. It complements the sales monitoring in real time and finally gives the opportunity to activate direct marketing activities.

Original1 was established last year by Nokia along with SAP and Giesecke & Devrient (G&D) to deliver unique product authentication and anti-counterfeiting services across the globe. These services are aimed at protecting companies and consumers along the supply chain in a wide range of industries from product piracy and counterfeiting, thereby maintaining brand values, revenue potentials and profitability of branded goods.

Original1's services rely on SAP technology and solutions, while Nokia delivers mobile authentication software to allow businesses to follow a branded product's entire life cycle, from a factory to the end customer, using mobile devices. G&D's contribution to Original1 consists of security solutions for the entire value chain. This comprises user authentication, end-to-end encryption of the information flow and database encryption. The solution covers the complete sales and logistic supply chain by protecting products and related product packaging by tagging them with intelligent, tamper-proof serialized product codes. "Counterfeiting is a worldwide problem that is affecting many successful product companies in all industries," emphasizes Claudia Alsdorf, CEO of Original1. "Today, more than ever, they need to combat counterfeiting before it's too late, and their company livelihood is at stake. With this new partnership we strengthen our commitment to completely protect companies from counterfeit goods, all while safe-guarding the value of their brands."

Counterfeiting represents approximately five to seven percent of all world trade. With the global luxury industry estimated to reach around 212 billion US dollars sales this year, in accordance with US consultancy Bain & Co, these companies need a solution that will prove authenticity. The technology is virtually fail-safe, as the encrypted digital information within the smart card's chip is impossible to replicate and will remain so for the foreseeable future, according to analysts, mathematicians and academic experts who participated in the development of WISeKey's technologies. WISeAuthentic and Original1 are also available for the whole luxury goods industry as gemstones and for sectors where authenticity is fundamental for their activities like aircraft parts, automotive parts, pharmaceuticals and auctions.

For more information: www.wiseauthentic.com , www.original1.net

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