Protecting MEDICINES Utilizing Counter-Fight

Presented by: Cryptocodex Ltd.
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PEOPLE WILL COUNTERFEIT ANY PRODUCT... Just For Money...

- Fashion
- Cellular Phones & Accessories
- Food
- Cosmetics
- Pets
- Medicines & Food Additives
- Documents
- Aviation Parts
- Car Parts
- Military Parts
- Technical Parts
- Alcoholic Drinks
The Encryption Technique

• Cryptpcpdex holds the exclusive rights of a unique encryption algorithm
  ➢ The algorithm is ‘CHAOTIC’, non-mathematical
  ➢ The KEY is a PHR (Pure Human Random) type
• The resulting encryption is of extreme strength
• Experts attempts to ‘break’ it - failed
• The technique was registered as an international patent, presently at its pending stage
  • The ‘data’ in the bottle is encrypted
  • Becomes meaningful only to the key owner.
  • Data size is maintained.
  • Multiple processing – Multiple results
• The only technique to fit on a barcode
The BARCODE Technology

• The Barcode Technology is widely used in industrial and commercial applications
• Label printing costs are negligible
• Scanning and reading hardware is reasonably priced
• A 2-D barcode can maintain hundreds of characters
Reading 2D-Barcode

Using available home & office equipment

• Desktop Scanner
• WebCam
• Cellular Phone
• Barcode Reader
• Hand-Hand Terminal

Or a dedicated scanner…
Counter-Fight

• Mark each pack/blister with a unique, encrypted 2D-Barcode
• Identical barcodes will never co-exist
• Accumulate market data
• If two products bear the same 2D-Barcode – fake detected

UV sensitive label – If desired
• External Barcode – Track&Trace
• Internal barcode – Authentication
• Background – Unique color change:

Pink-Violet-Pale
Data accumulation

- Inspectors collecting data in the field, utilizing hand-held terminals

Have ‘million eyes’:

- Customers encouraged to authenticate their medicines, to verify:
  - Medicine’s authenticity
  - Expiration date
Added Values

- Counter-Fight main goals are product authentication, counterfeit detection and sophisticated Track&Trace

- Added values include:
  - Prevention of grey market trading
  - Immediate detection of stolen goods
  - ePedegree compliance
ePedigree Compliance

- The ePedigree will soon become into effect in several U.S states and will be adopted by other countries
- ePedigree requires that the manufacturer will trace every single package in the distribution chain
- Counter-Fight is the only tool to take the ePedigree up to the patient’s home
Range of products

- General products
  (food, Alcoholic Drinks, Medicines, Cosmetics, Fashion, Toys, Electronics, Cigarettes…)
- Textual Documents
  (Tax-Invoice, Bank Guarantee, Cheque, Vehicle Documents, Diamonds Certificates…)
- Complex Documents – Text and Picture
  (I.D., Passport, Driving License, Work Permit, Residence Permit, Weapon Permit…)

Special Labels:
- UV Sensitive
- Temperature-Time
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