



# Xerox<sup>®</sup> Printed Memory with Cryptographic Security

Protect your revenue with one of the most tamper proof  
Anti-Counterfeit solutions at an affordable price.

# Xerox® Printed Memory with Cryptographic Security

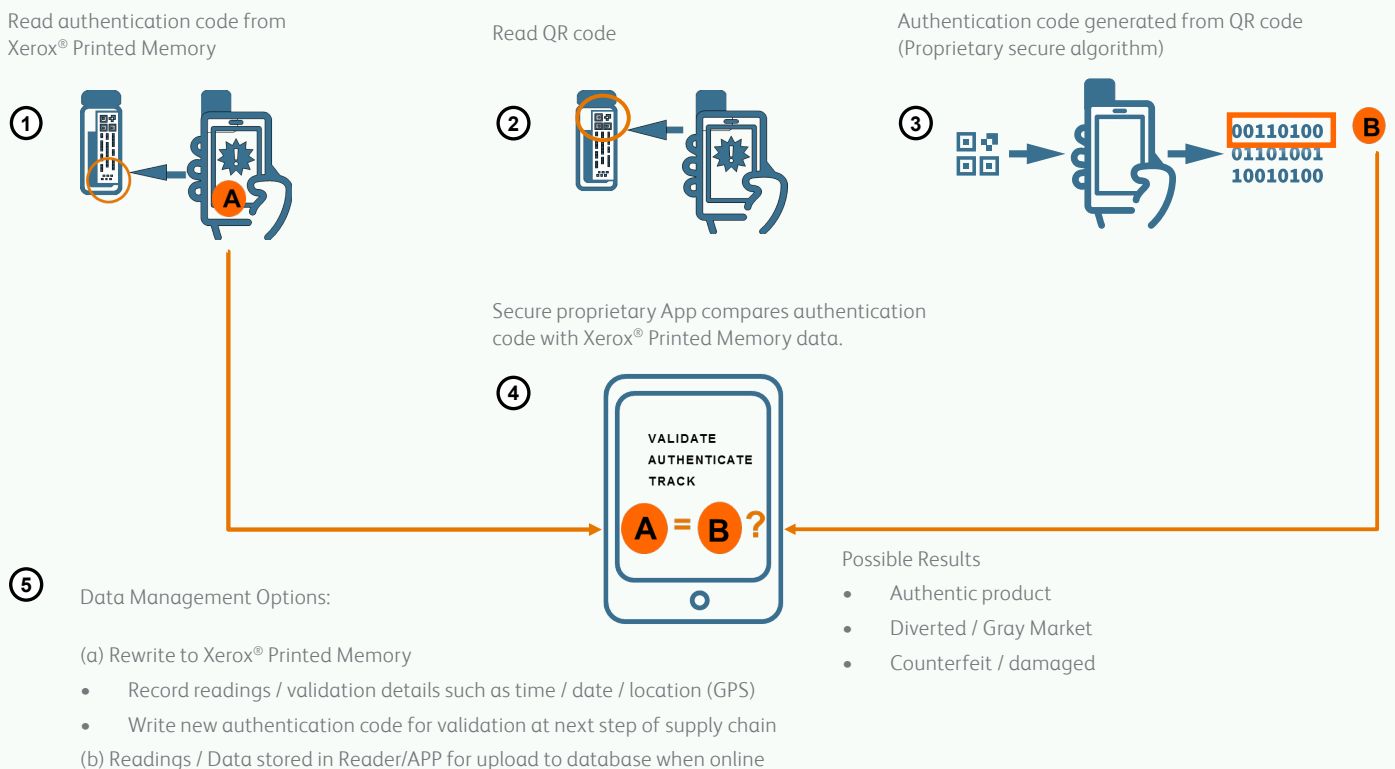
**Protect your revenue stream with a low cost innovation with cryptographic security, so far only used on the safest Internet ecommerce transactions!**

Xerox® Printed Memory with cryptographic security is a tracking label that combines a unique printed code (e.g. QR-code) with the Xerox® Printed Memory. It is read by an inexpensive device that can be connected to an existing smartphone with or without a network/cloud database.

Every tracking label is encrypted with a specific Xerox proprietary algorithm that can only be created by authorized personnel (you or your designated staff).

Only authorized devices running this algorithm can generate valid codes that are written, read or rewritten to the printed memory. This provides exceptionally high security anti-counterfeit protection as well as the ability to detect product diversion.

## Use overview - product authentication





## High Security at Low Cost

Because the memory labels are **manufactured by a printing process**, the cost is lower than technologies based on RFID or silicon chips. The memory can store up to 68 billion distinct data combinations and can be manufactured with optional tamper-evident adhesives.

When the already unique label is combined with an encrypted code that can only be created by authorized personnel using proprietary algorithms, the solution becomes one of the most tamper proof Anti-Counterfeit solutions available.

**Xerox is introducing a high level of security now accessible to all budgets, products and industries.**


### What is Xerox® Printed Memory?

- First Printed Memory commercially available
- Printed on a thin, flexible substrate (usually a label)
- Low cost method of adding intelligence to objects
- Written/read/rewritten by a contact device
- Stand-alone label or incorporated into existing label
- Non-volatile: data preserved until overwritten with 10 year data retention

**Inline Printing of Standardized Numerical Identification Codes**

The Xerox® BrandSecure Packaging Solution generates a human-readable GSI standard serialization code at the time of printing that is DQSA/DSCSA compliant to assure consumers receive safe, authentic medications.

**GSI Application Identifiers (AIs) and Data Examples**



(01)0110312345678903(17)170712001010K0301234(2)1218N12

National Drug Code (NDC)/Global Trade Item Number (GTIN)	EXP	LOT	SN	GTIN - AI(01): 0110312345678903
1234567890	DEC 2007	X301234	SM12	EXP - AI(17): 17071200
				LOT - AI(10): 10K301234
				SN - AI(21): 21SN12

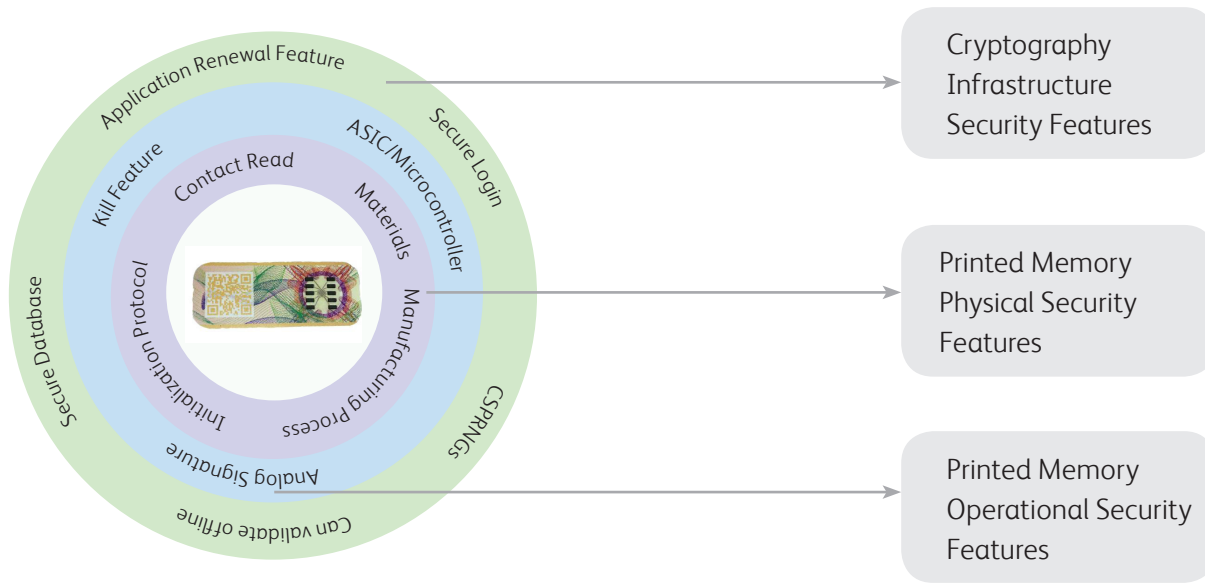


### Game changer for Anti-Counterfeit and Brand Protection

1. Pharmaceutical Industry
2. Tax Stamps for the Tobacco & Spirits industry
3. Companies which are losing out on revenue streams due to gray market or counterfeit
4. Supply Chain Integrity

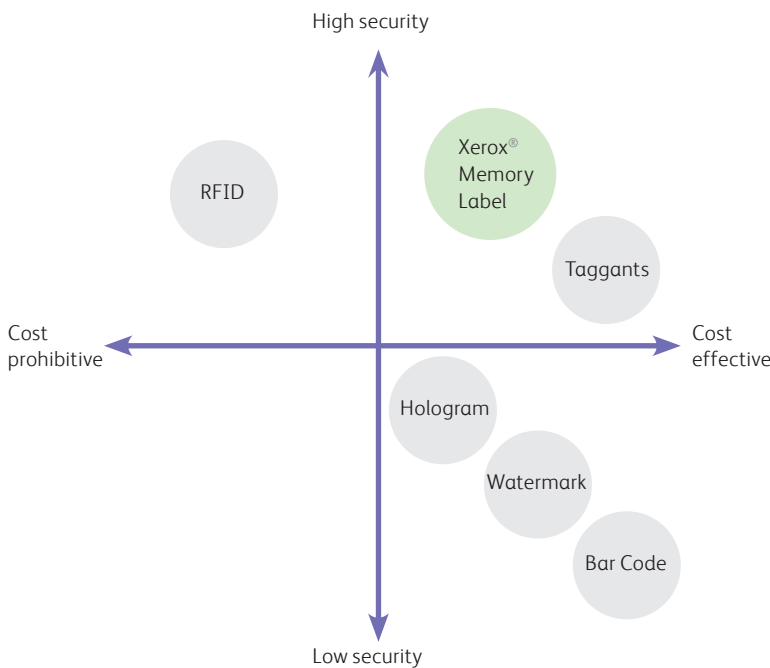
# Unrivaled Security for Total Peace of Mind...

## ...A Multi-layered Approach



## Brand Protection

### High security for the price of a hologram



### Security Philosophy

- New technology has timing advantages but security is a continuously changing dynamic.
- Xerox takes a proactive approach to our security roadmap.

For printed memory applications please follow these QR codes.



Brand Protection



Smart Consumables

Ready to learn more?  
Please contact [PrintedMemory@xerox.com](mailto:PrintedMemory@xerox.com)

