



Counterfeit Avoidance for tires.

SignaKey has been involved with many projects that take advantage of the uniquely secure track and trace technology that is the cornerstone of the SignaKey encrypted symbology. SignaKey has worked within the US tire industry over the last 10-years and completed evaluations with several of the leading tire manufacturers.

SignaKey's value proposition results in fewer counterfeit products circulating in the market place which in turns presents the manufacturer with increased revenue and profit.

The SignaKey is directly laser etched into the side wall of the tire in the same location relative to the manufacturers TIN (Tire Identity Number). The one shown here is 13 x 13 mm and can be decoded with a free Smartphone App or a USB driven camera.



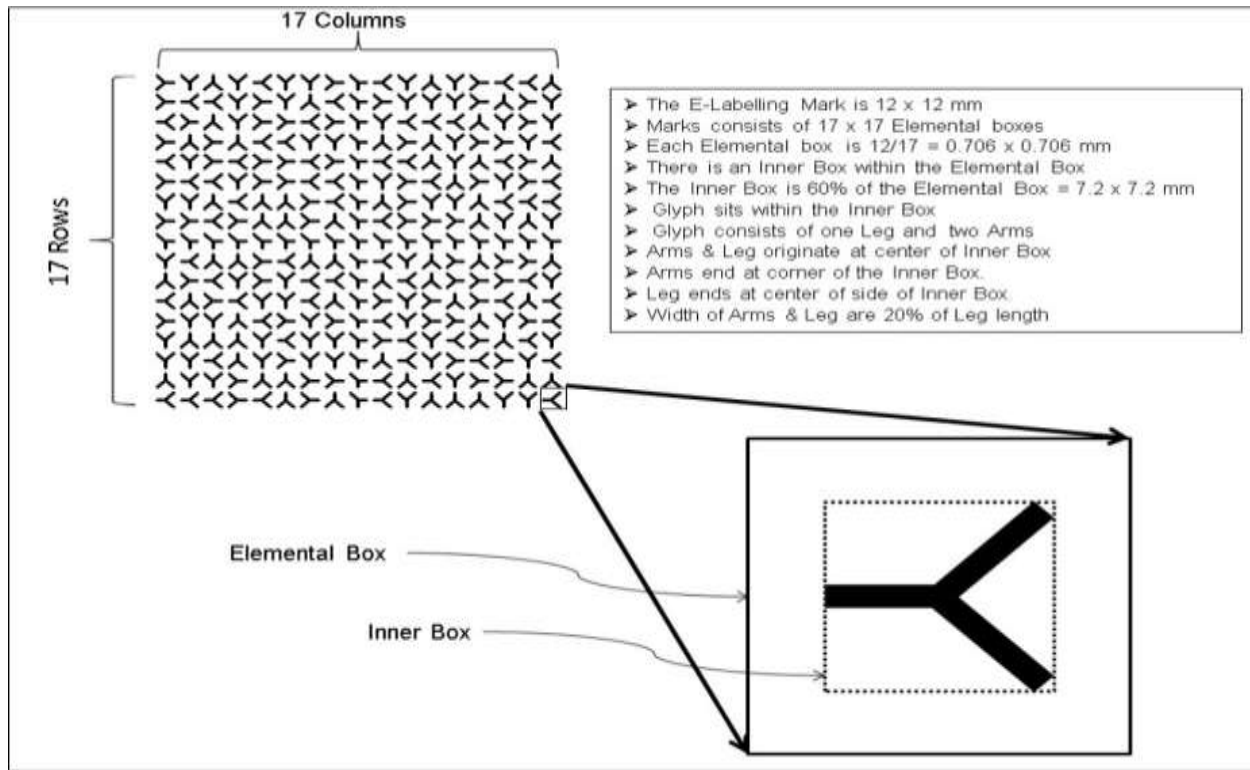
The sample in the image was subject to rapid aging tests that simulated a desert environment and was still decodable even though the sidewall exhibited significant cracking.

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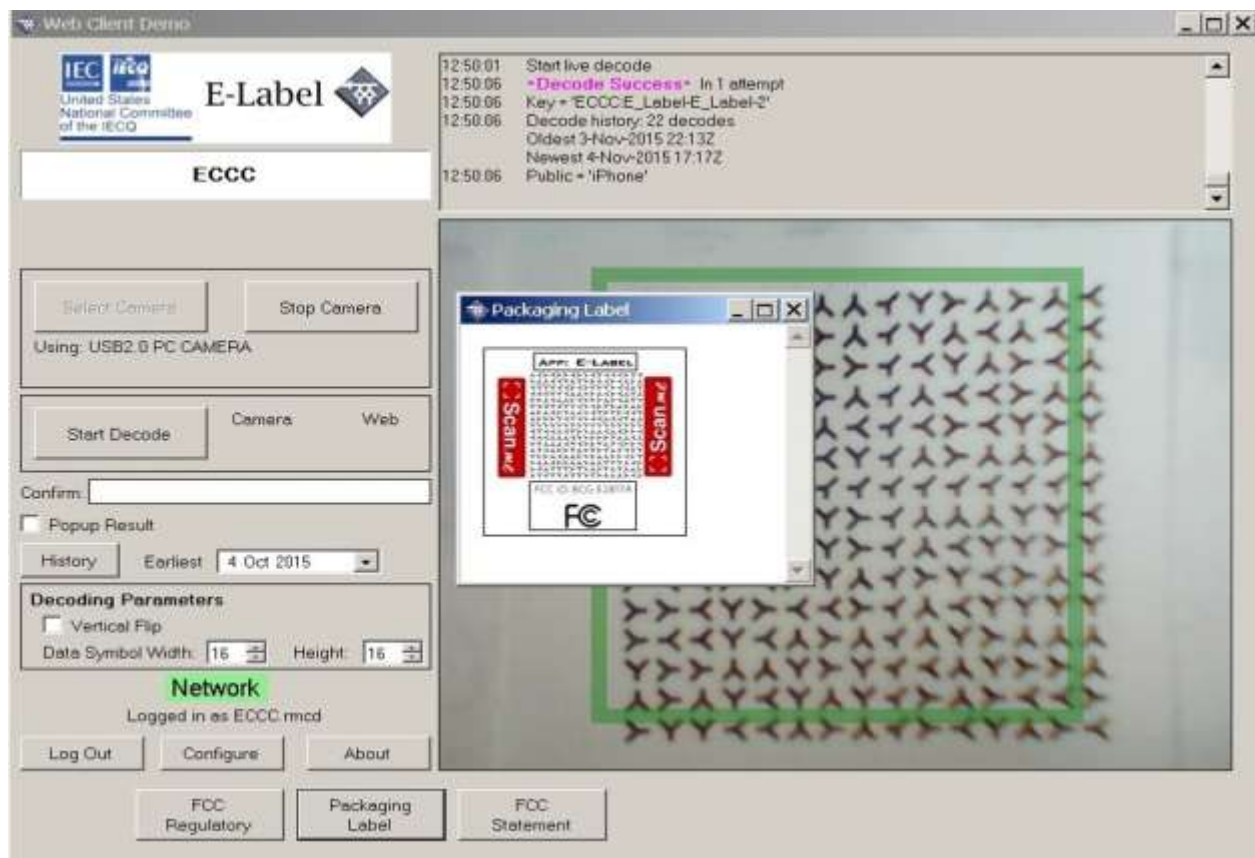
SignaKey 839 N Rochester Rd, Clawson, MI 48017, USA

The SignaKey does not require a high contrast surface and can survive side wall damage from curb scrubbing. More than 50% of the letter “Y” symbols that make up the SignaKey can be missing or damaged and the mark will still decode.



SignaKey enables not only the ability to authenticate the origin of tire, giving assurance that is genuine but also has the additional ability relationship forming between the tire and the regulatory VIN (Vehicle Identity Number) vehicle that it is located on.

Each SignaKey can have several media files attached to it and this can include a record of the tires entire history throughout the Supply Chain cycle.



SignaKeys unique FIPS encrypted and highly secure data matrix mark enables full track and trace throughout the value and supply chain. It provides a full track and trace record of product movement each time the SignaKey is decoded. A permanent product record is produced that identifies, time, data,

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location, IP Address and User. In principal the technology connects all elements of the supply chain from Manufacturer, distributor and consumer.



SignaKey is a global leader in encrypted track, trace & authentication technology (T, T & A). We protect products, brand identities, and brand values against counterfeiting, diversion and gray market abuses through the use of a proprietary symbology and a closed loop process. Unlike linear and 2-D barcodes, RFID, and Magnetic stripes, the SignaKey symbology is not in the public domain and SignaKey marks cannot be copied or cloned. Every SignaKey Mark is absolutely unique, and none is reproducible.

SignaKey Marks can be overt or covert and attached to products by labels or laser etched into the product regardless of the surface, be it metal, glass, rubber, wood etc.. SignaKey encryption is based on 256 bit AES (Advanced Encryption System) and has the highest level of error correction on the planet with a Mark being decodable with up to 80% destruction. Because of this feature a SignaKey Mark can be decoded around highly curved surfaces where the Mark is 100% of the circumference of the products, in very low contrast, with no quiet zone.

Through our Partners, we offer the widest range of leading edge technologies currently available in the market place, which allow for a multi-layered solution and assures the OEM or Brand owner of the protection they need in the most effective way possible. SignaKey Marks can be decoded 24/7/365 around the globe via the internet or by portable devices with embedded software.

SignaKey is based on a closed loop technology. This means that after the Mark has been applied to the product, when it reaches any destination (intermediate or ultimate) it is checked for authenticity by using the decoded contents of the Mark in conjunction with the information that that was recorded when the object was originally marked. Companies need a closed loop

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system, which they alone control, to ensure products are not only "real" but that fake products do not enter their distribution channels and become "clean", merely by being verified by authorized touch points throughout their journey to the end user.

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