Xerox® Printed Memory with Cryptographic Security

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

Read authentication code from Xerox® Printed Memory

Read QR code

Authentication code generated from QR code (Proprietary secure algorithm)

Secure proprietary App compares authentication code with Xerox® Printed Memory data.

Possible Results
- Authentic product
- Diverted / Gray Market
- Counterfeit / damaged

Data Management Options:
(a) Rewrite to Xerox® Printed Memory
   - Record readings / validation details such as time / date / location (GPS)
   - Write new authentication code for validation at next step of supply chain
(b) Readings / Data stored in Reader/APP for upload to database when online
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.**

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**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

**Game changer for Anti-Counterfeit and Brand Protection**
1. Pharmaceutical Industry
2. Tax Stamps for the Tabacco & 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.

Ready to learn more?
Please contact PrintedMemory@xerox.com