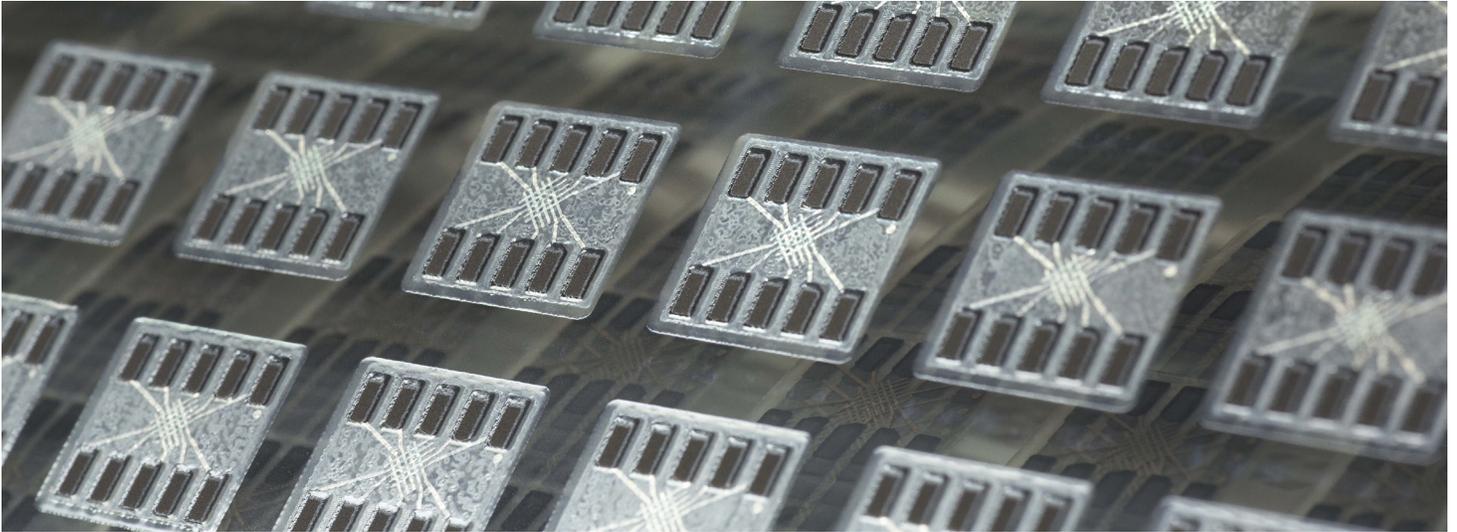


Xerox® Printed Memory for Brand Protection

Most industries are struggling to find the right formulas to combat counterfeits, protect their revenue stream and avoid diversion. Technological Innovations are able to produce cost effective solutions which can combat the devastating counterfeit numbers.



What if you could add low cost intelligence to your product, preventing counterfeit loss, and therefore increase your company's revenue stream?

Xerox® Printed Memory is a printed electronic that can add intelligence to products. It is the first non-volatile, rewritable printed memory and is manufactured using print processes which provides lower cost vs. silicon based products and allows for a very flexible form factor.

The memory, printed on a thin, flexible substrate and capable of retaining data for 10 years, is the first low cost memory of its kind.

The memory is read by an inexpensive device and does not require a network/cloud database. This way you can detect counterfeit and product diversion even if you are off-line.

What is Xerox® Printed Memory?

- First commercially available Printed Memory;
- Manufactured using print processes to produce memory on a thin flexible substrate (e.g. a label);
- Low cost method of adding intelligence to objects (eg. products/consumables/packaging/..);
- The memory is read/written/rewritten by a contact device;
- Non-volatile: data can be preserved until overwritten with 10-year data retention.

Available Storage Capacity

4-bits

10-bits

25-bits

36-bits



Key Fact

Xerox innovative technologies, such as Xerox® Printed Memory, can enable connectivity and simplify communication which will protect your revenue stream.

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 stream due to gray market or counterfeit
4. Supply Chain Integrity



Enabling

1. Direct to customer marketing
2. Collection of demographic information
3. Encourage customer loyalty
4. Provide product information



High Security at Low Cost

Because the memory labels are **manufactured by a printing process**, the cost is lower than those technologies based on RFID or silicon chip technology. The memory has a unique analog signature, initialization protocols and optional cryptographic infrastructure, converting it into a multi-layer security approach. It can be manufactured with optional tamper-evident adhesives.

Xerox® Printed Memory enables a high level of security which is now accessible to all budgets, products and industries.

Supply Chain Integrity and Distribution Channel Optimization

Xerox® Printed Memory delivers anti-counterfeit features and anti-diversion capabilities by building in store, distributor and region codes that can be verified instantly whether on-line or off-line. This way you are able to check whether your distribution channel is functioning properly.

Xerox® Printed Memory can also hold product information such as lot codes, expiration dates and geographic codes.

In short:

1. **A breakthrough innovation when it comes to Brand Protection.**
2. **All companies are now able to increase their revenue streams by better protecting their products cost effectively!**

Ready to learn more?

Please contact PrintedMemory@xerox.com

Informative video
on Xerox® Printed Memory

