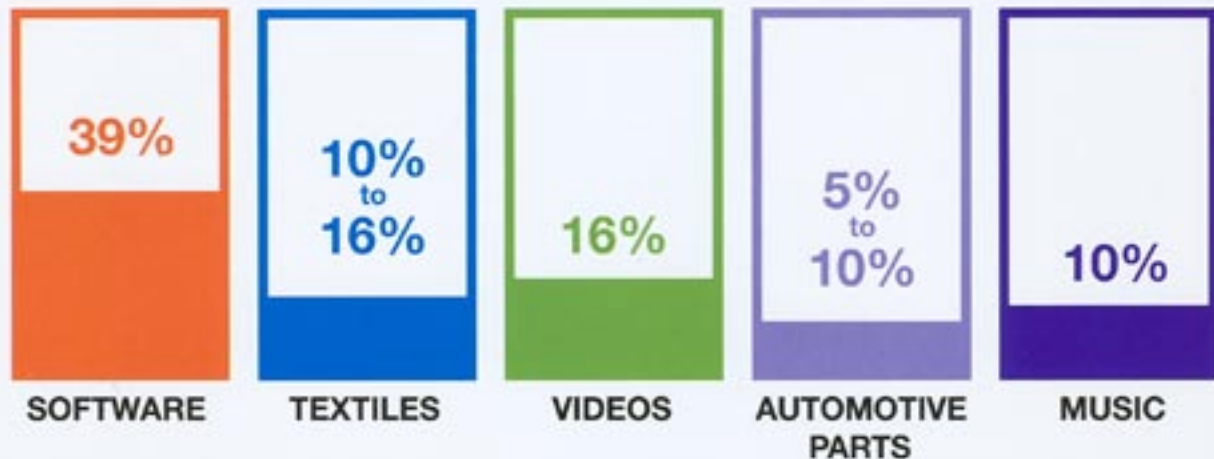# THE PROBLEM

COUNTERFEITING AND FRAUD COST INDUSTRY WELL OVER $200 BILLION ANNUALLY.

The European Commission estimates that counterfeit products represent a growing percentage of worldwide sales:

SOFTWARE	TEXTILES	VIDEOS	AUTOMOTIVE PARTS	MUSIC
39%	10% to 16%	16%	5% to 10%	10%

24 multi-national companies have become voting members, and 72 additional major manufacturers with worldwide distribution have become general members of QBPC (Quality Brands Protection Committee) to fight counterfeiting.

"No industry is immune and no borders are respected when counterfeiters trade in fake goods."
-*Tim Trainer*, President, International Anti-Counterfeiting Coalition

The Watson Label SOLUTION

SecurityC(|||)DE™ *IS A NEW, PROPRIETARY BAR CODE LABEL SYSTEM WITH MULTIPLE LEVELS OF SECURITY THAT INTEGRATES:*

- **DATA COLLECTION**
- **PRODUCT TRACEABILITY**
- **AUTHENTICATION**
- **ANTI-COUNTERFEIT SECURITY**

IN ONE, TRADITIONAL BAR CODE LABEL AT A FRACTION OF THE COST OF RFID.

SecurityCODE™ integrates both overt and covert anti-counterfeiting features to create a unique, distinctive looking label that will confound even the most sophisticated counterfeiters.

OVERT SECURITY: A standard bar code in your choice of symbology is interleaved with contrasting color text between the bars and spaces producing a bar code that is not easily reproduced.

COVERT SECURITY: Secondary data is incorporated within the bars of the bar code. Dynamic algorithms create unique, hidden patterns in each bar code.

SecurityC(|||)DE

PATENT PENDING

||| OVERT SECURITY |||||| |||| |||| ||||

THE HUMAN READABLE PORTION

Watson's unique, patent pending technology interleaves human readable messages within the bar code.

OPTION 1

Your text or logo transforms an ordinary bar code into a design element.

SecurityC█DE
3 1234 00000001 6

Watson Label Products
1 2340 00000001 4

OPTION 2

By incorporating the bar code human readable within the bar code you can achieve **up to a 25% space savings** and a larger human readable number. Or, make a larger bar code "target" within the same label size.

1.125" x .625"
00001
Standard Bar Code

1.125" x .5"
00001
Space Saver Bar Code

1.125" x .625"
00001
Larger "Target" Bar Code

OPTION 3

An extra check digit or other information which is dynamically generated can be added for additional security.

C2035
2004123

|| |||| |||| |||| COVERT SECURITY ||

THE HIDDEN PORTION

Secondary data, dynamically positioned within specific bars of the bar code, creates a unique pattern within each bar code. This takes the form of tiny dots which have the appearance of printing flaws. In addition to these tiny dots, thin dark colored stripes can be positioned dynamically within the bars of the bar code. The combination of these elements creates a covert security check digit invisible to the casual observer. Even under magnification it would be difficult to spot.

**Dynamically Embedded Security Marks:
A moving target that will confound counterfeiters.**

Covert White Security Marks → Enlargement ← Covert Blue Security Marks

SecurityC⦀DE™, *AN EXCITING NEW SECURITY LABELING SYSTEM FOR:*

AUTOMOTIVE PARTS

ENTERTAINMENT TICKETING
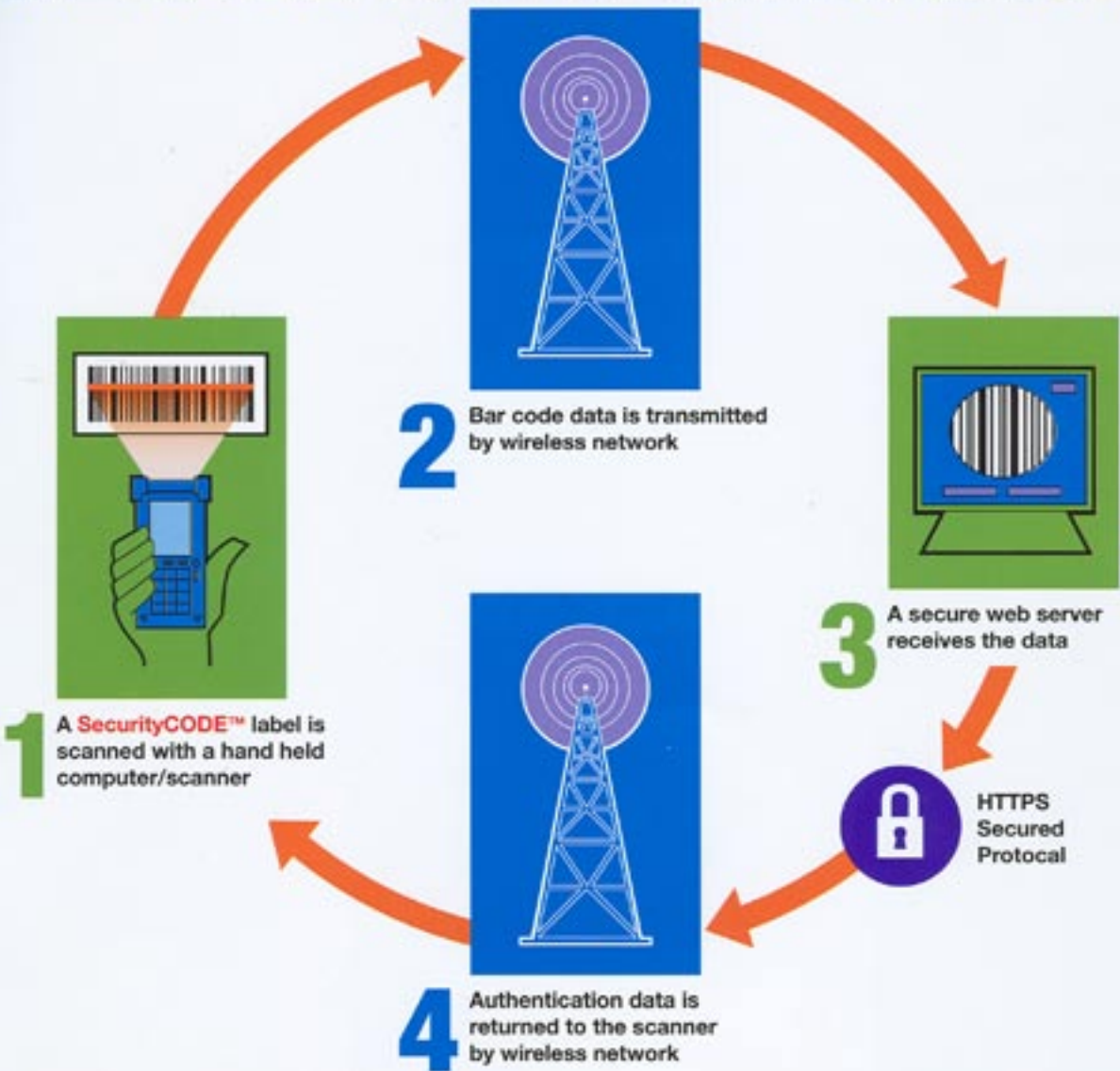
PHARMACEUTICAL PACKAGES

CDs & DVDs

APPAREL

ELECTRONICS

HEALTHCARE PRODUCTS

IIIIILABEL AUTHENTICATIONII

2 Bar code data is transmitted by wireless network

3 A secure web server receives the data

1 A SecurityCODE™ label is scanned with a hand held computer/scanner

HTTPS Secured Protocal

4 Authentication data is returned to the scanner by wireless network

OPTIONS TO EXPAND THE VERSATILITY OF
SecurityC(|||)DE™ BAR CODE LABELS

Watson Label Products' SecurityCODE™ labels are pre-printed. However, for end users who need to print labels in-house, Watson's proprietary technology can be licensed.

Watson's pre-printed labels can incorporate added features to further enhance the overt and covert security features of the labels:

RFID

HOLOGRAMS

VOID PATTERN TAMPER-EVIDENT ADHESIVE

DESTRUCTIBLE VINYL TAMPER-EVIDENT FACE STOCK

SLIT EDGES DIE CUTTING

INVISIBLE INK IMPRINTING

SecurityC(|)DE™

A new, proprietary bar code label system with
multiple levels of security that integrates:

**DATA COLLECTION · PRODUCT TRACEABILITY ·
AUTHENTICATION · ANTI-COUNTERFEIT SECURITY**

in one, traditional bar code label at a
fraction of the cost of RFID.

Watson Label Products

10616 Trenton Avenue
St. Louis, Missouri 63132 U.S.A.
800-678-6715
phone: 314-493-9300   fax: 314-493-9399
email: info@wlp.com   website: www.wlp.com
ftp.wlp.com

Providing Labeling Solutions for:
RETAIL · COMMERCIAL · INDUSTRIAL
Apparel · Appliance · Automotive · Capital Goods · Electronics · Photographic ·
Enterainment · Healthcare · Pharmaceutical · Software · Telecommunications

CERTIFIED
ISO·9001
QUALITY