

MARKETPLACE CHALLENGE

Product packaging and important documents need an integrated Optically Variable Technology (OTV) based anti-counterfeiting security system for quick and easy verification.

AUTHENTIGUARD SOLUTION

AuthentiGuard Phantom uses “tilt-to-reveal” hidden images or words that can be easily viewed without special equipment. Viewed straight on, the hidden images are invisible to the naked eye, but when the package or document is viewed at an angle, they are clearly revealed. For added security, AuthentiGuard Phantom cannot be reproduced with even the best copiers or scanners.

HOW PHANTOM WORKS



1 Your document or package is embedded with hidden messages, logos or images that are invisible when viewed straight on and do not interfere with packaging art or design.



2 When tilted, your customizable hidden messages are revealed.

REAL-WORLD APPLICATIONS

- Consumer packaging
- Identification
- Checks
- Labels
- Gift certificates
- Legal forms
- Certifications
- Examinations
- Copyrighted material
- Product logos
- Prescription pads
- School transcripts
- Coupons
- Licenses
- Tickets
- Receipts

HIGHLIGHTS

- No special equipment needed.
- Hidden images are applied directly to the substrate during production.
- The embedded image is not visible when viewed normally so it does not interfere with package or document artwork.
- More discernable than other OVTs such as holograms or color-shifting ink.
- Phantom images cannot be copied or scanned.
- Fast, accurate authentication, anywhere in the supply chain process.
- The Phantom message can be adjusted to allow for specific viewing angles.
- Multi-color messages and images may be customized.

VERIFICATION METHODS

- Tilt to reveal the hidden message, image, logo or authorization code.

PRINTING REQUIREMENTS

- Paper and plastic applications.



NOW YOU SEE IT, NOW YOU DON'T

AuthentiGuard® Phantom™ provides overt protection for fast, confident authentication that can't be mimicked. Using "tilt-to-reveal" hidden images or words, Phantom allows everyone – from the manufacturer to the consumer – to verify the product's authenticity. Simple to use, Phantom cannot be reproduced by scanners or digital copiers.

Unlike stickers and post-production holograms, Phantom images and messages are embedded during package production making them virtually tamperproof. Phantom images can be used as an added graphic element to enhance packaging, and because the images are not visible when viewed straight on, they do not interfere with the art or design – making Phantom an ideal authentication option.

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