1. Core technology

ViDiTrust technology has at its core the observation that the specific micro-defects of each printer, though non-detectable by human eye, leave on the printouts a sort of "fingerprint" that is unique of that specific printer. Advanced smartphone are good enough to distinguish the right fingerprint.

2. ViSeQR® STRIPE

ViSeQR® STRIPE technology is extremely innovative and enable real time verification of authenticity of a document or a product (business card, stationery, label, packaging) through **ViSeQR® STRIPE app**, freely available through Apple Store and Play Store (certified smartphones are iPhone 4s, 5, 5c, 5s, 6, Samsung S3, S4, S5, S6).

ViSeQR® STRIPE patented technology is composed of **two parts**:

1) **QR code**: contains an alphanumeric code, for example an Internet address like www.bcspeakers.com

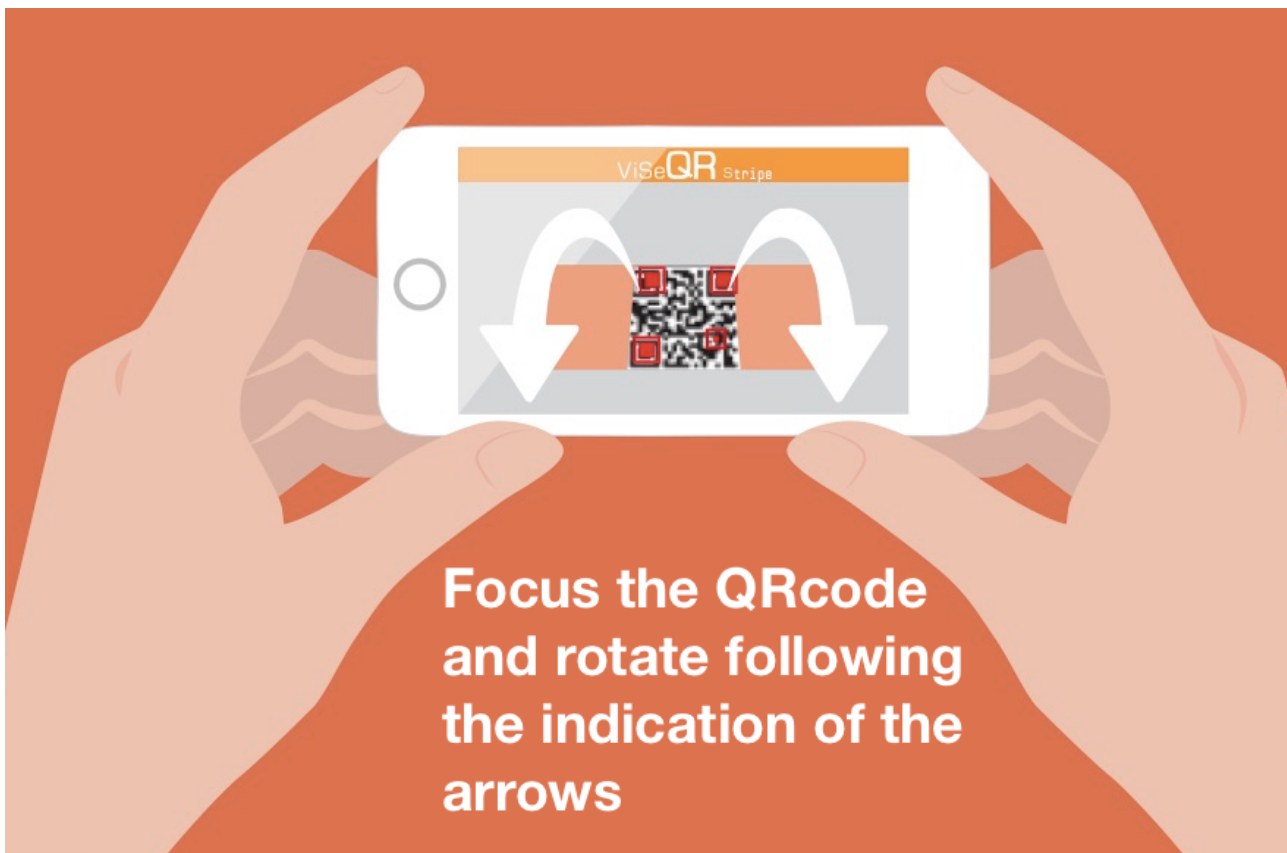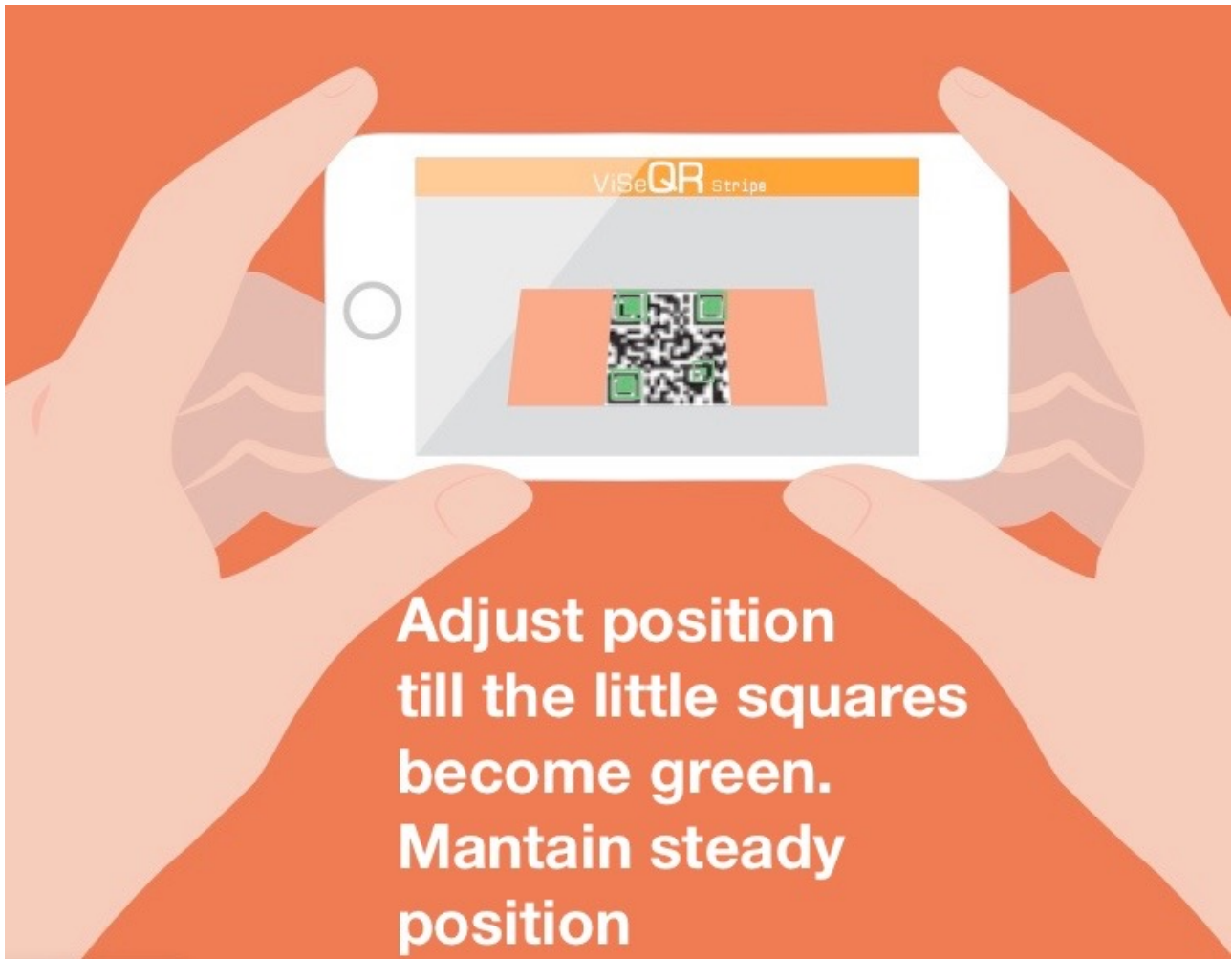2) The **colored squares**: these parts enables real time verification of authenticity.

ViSeQR® STRIPE is the 2.0 version of QR code. Traditional QR codes are easily copiable. **ViSeQR® STRIPE** ensures authenticity service based on the fact that any typographic printing process has a unique DNA. ViDiTrust is able to model that DNA associating it to the print and storing in its cloud systems, without using special inks nor watermarks.

So **ViSeQR® STRIPE** represents an excellent tool for protecting companies from counterfeiting and, at the same time, give to the consumers the possibility to verify if they are buying a true or fake products.

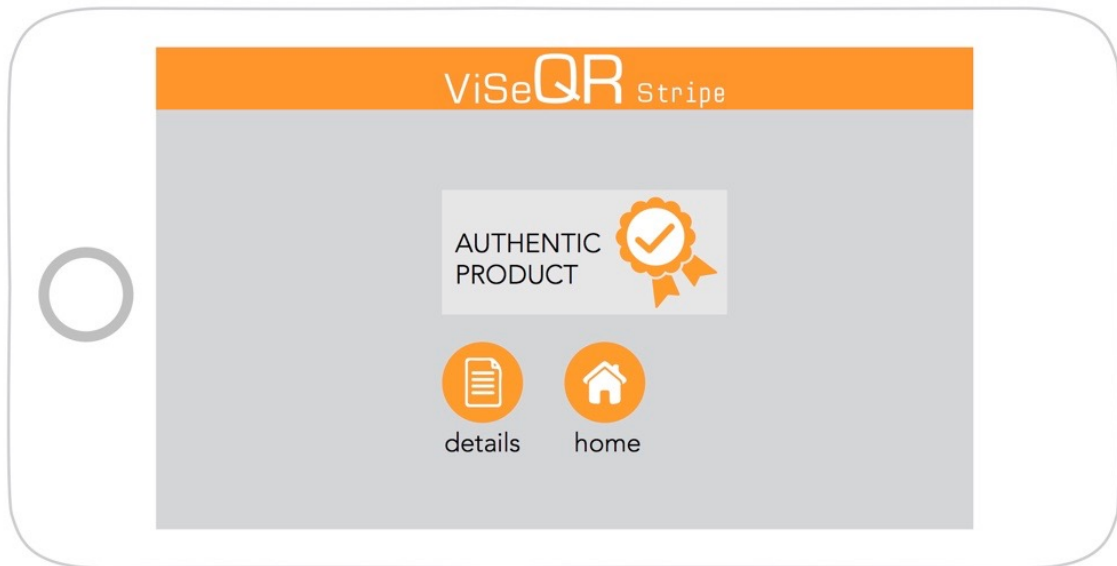### 3. ViSeQR® STRIPE: how to verify what is true and what is fake

Verification if a product is true or fake is realized through the **ViSeQR® STRIPE app** which is available for iOS and Android devices. Certified devices are smartphones are iPhone 4s, 5, 5c, 5s, 6, Samsung S3, S4, S5, S6.

Focus the QRcode and rotate following the indication of the arrows

After a few seconds (depending on your Internet connection speed) the result appear on the screen.

If the product is TRUE you will have a screenshot like:

If the product is FAKE you will have a screenshot like: