



PixoAnalytics

PIXOCOUNTERFEIT

Authenticity, in seconds.

Easily ensure
authenticity and
protect your
brand integrity.

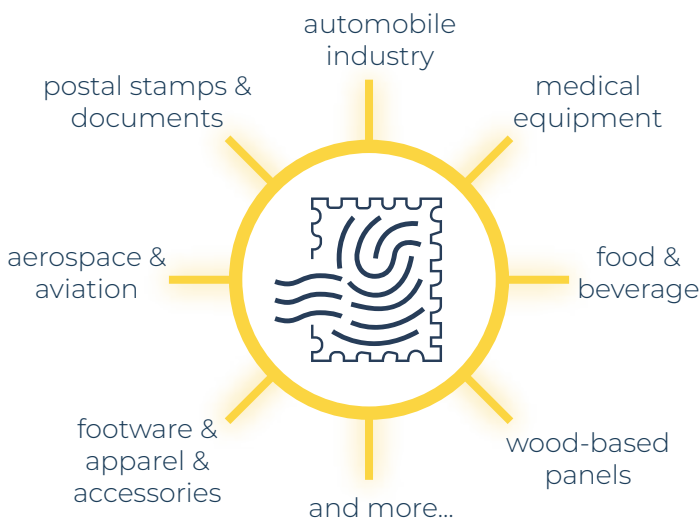


PixoCounterfeit

PixoCounterfeit is an AI-powered computer vision solution designed to help manufacturers and consumers to verify authenticity of their products through the whole supply chain.

Using advanced image recognition and patented surface analysis, PixoCounterfeit recognizes each item by its unique digital fingerprint — the combination of its texture, shape, and pattern.

This enables retailers and customers to easily verify, authenticate and access full product details in seconds — with a smartphone camera, without relying on barcodes, ID numbers, authenticity cards and RFID systems.



Benefits

- 1. Prevents forgery:** offers instant authenticity check of legal documents and valuables.
- 2. Counterfeit prevention:** Detects fake products before they reach end customers and distributors.
- 3. Return validation:** Confirms product authenticity upon returns, protecting brands from fraudulent claims.
- 4. Second-hand authentication:** Enables verification of authenticity for resold items, preventing counterfeits in the resale market.
- 5. Reduced manual inspection:** Minimizes the need for human verification and eliminates the errors due to limitations of the human sight.
- 6. Comprehensive product identity:** Stores all relevant product data and reveals if the products are entering illegal trade routes.
- 7. Prevent safety hazards & health risks:** Safeguards consumers from poisoning, injuries, lethal accidents and machine failures.



Fighting Forgery and Counterfeit with Intelligence



PIXOCOUNTERFEIT

How does it work?

REGISTER EACH PRODUCT



Take a photo of the product at the end of manufacturing process, our technology will analyze its surface structure and assign a digital PixoID to it, that serve as its authenticity proof and will contain all the information about the product.



REAL-TIME TRACKING



The integrated PixoID is used to trace the product's movement across the supply chain, without any QR codes, barcodes or labels.



SCAN EASILY WITH A SMARTPHONE



Customers can verify authenticity of the product and access its full documentation anytime simply scanning the product with their smartphones.



RETRIEVE DIGITAL ID



When our technology identifies a match, it displays the assigned digital ID, ensuring that the item is genuine. If PixoID is not found, the surface structure was never registered and the product is not authentic.



TECHNOLOGY

No label? No counterfeits.

Every item has its unique and natural surface structure that we call fingerprints. Our technology creates a code with digital ID for each fingerprint and compares codes to find a match.

Take a photo of the product in manufacturing



Surface structure

magnify & process



Create Pixo ID & save it in database



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6621782ce52c6d66538cbbb4d2e5081b



magnify & process



Create Pixo ID & compare it with database



Retrieve Pixo ID to check authenticity

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6621782ce52c6d66538cbbb4d2e5081b

Scan the product with your smartphone