

# Product & Image

Security Newsletter



www.productandimagesecurity.org

No. 77

The Newsletter of Product & Image Security Foundation

January/February 2011

## Contents

Waterproof Authentication	1
TFT Banknotes (comment)	2
Unichem secure brands	2
Makeover for OKI	4
Racing Certainty (for Opsec)	4
The number's up (for Bosch)	5
Kodak Security Solutions	6
Vertec patents go 'under the hammer'	6
Clear advantage	7
Ingenia signs IDT	8
RFID secures borders	8
Biotec introduces PRISYM	8
3S micro colour codes in art	9
New options for hot foil	9
Trüb in Azerbaijan deal	10
E-linked passport security	10
Improved tax stamp for California	11
Ultralight technology for LA Metro	11
New Chief at De La Rue	12
NXP/Gemalto agreement	12
SMS health authentication in Africa	13
Oberthur's paper SIM	13
Schreiner in new PIN deal	14
Electronics protection Seminar	14
Security label for prepaid card packaging	16

## Waterproof Authentication

*SmartWater launches Aqua.ID for Brand Protection*

'Smart' is a sobriquet that can be applied to any number of products now available on the market. Back in 1996 though the word 'smart' attached to 'water' perfectly described a product and a security process that assisted the Police to prosecute criminals involved in theft by 'linking' them to the crime.

SmartWater can boast in excess of 1,000 successful criminal convictions where its product has provided irrefutable evidence of the rightful ownership of a product or by linking a suspect with a particular crime. It achieves this through the introduction of a unique forensic signature to each batch of material supplied to every customer and

manages this service through a database.

Simply put, the presence of a marked material on the skin or clothing of a suspect, or on an assumed to be stolen item, leads Police to the rightful owner of a product which was stolen during a particular event, or provides evidence that a thief was in fact present at the scene of the crime. The process has never failed to secure a conviction when it has been used in evidence in court to support the case for the prosecutor.

This remarkable success rate is achieved by introducing a unique chemical marker to batches of water that can be sprayed on those involved in a burglary or

*Continued on Page 3 >>*

*For Brand Protection applications Aqua.ID can be embedded into anything from computer components to cotton strands*



The Product & Image Security Foundation is the leading International Forum for Manufacturers, Users and Suppliers of Security Labels, Documents, Tags, Materials, Systems and Product & Image Security Technologies

This newsletter is published and produced by Product & Image Security Foundation

81 Houting, Dosthill, Tamworth B77 1PB, United Kingdom. Tel: +44 1827 231143. E:Mail [jeremylimmer@aol.com](mailto:jeremylimmer@aol.com)