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Sun-Innovations.com

BrandAuthen.com



BRANDAUTHEN

Easy to use, yet virtually impossible to duplicate!



CD shown in ambient light



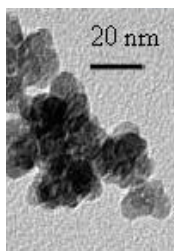
CD under UV light

BrandAuthen is a covert product authentication technology used to protect brands against counterfeits.

BrandAuthen enhances your brand security by providing a covert authentication mechanism which is all but impossible to duplicate, but very easy to authenticate.

BrandAuthen particles are about 10,000 times thinner than the human hair. This small size makes them to be undetectable to the naked eye, so they can be printed in completely transparent layers over other graphics. By contrast, older fluorescent particles are visible to the naked eye due to their large particle size, some 1,000 times larger than BrandAuthen. To achieve the small particle size and advanced functionality of BrandAuthen, a counterfeiter would need a large group of specialized PhD's. Because globally there are only a handful of individuals with the requisite expertise, counterfeiters are unable to conduct this type of reverse engineering. Thus, BrandAuthen provides a very high level of security.

In terms of authentication, BrandAuthen glows under UV light. Shine a UV light on the product or packaging, even the inexpensive penlights we provide free as part of the BrandAuthen program, and you have instantaneous mistake-proof authentication. Mystery shoppers, customs agents, law enforcement, and others will have no trouble authenticating efficaciously, boosting your enforcement effort.



*Transmission electron microscopy
image of BrandAuthen
(1 yard or 1 meter =1,000,000,000 nm)*

BrandAuthen Anti-Counterfeiting

- Extremely secure technology
- User-friendly, instant authentication
- Readily incorporates into manufacturing processes
- Prints in clear layer over existing logos or holograms
- Can be mixed into existing inks or toners
- Forensipen version for forensic-level authentication

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DVD cover with BrandAuthen covert logo, only visible with UV light

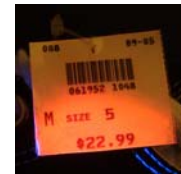
Extremely secure technology

Other materials that fluoresce are comprised of large opaque pigment particles, which can't be printed in a transparent layer over a brand logo. Only BrandAuthen is pigmentless and completely printable on all other colors. Other label authentication technologies such as hologram foils are widely available and are reputedly counterfeitable by small operations. By contrast, BrandAuthen is only available from Sun Innovations, and the nanotechnology-based raw materials are extraordinarily difficult to reverse engineer, since they are approximately 10,000 times smaller than the width of a hair, and 1,000 times smaller than other particles that fluoresce. Additionally, BrandAuthen can be printed in code patterns so tracking data can be read from the print, and it can also be supplied such that it fluoresces in different colors depending on the wavelength of light supplied.

BrandAuthen also allows you to put the authentication right on the product. Instances of stolen labels or certificates of authenticity make controlling the authentication materials paramount, and BrandAuthen helps by allowing you to print directly on the product, taking enforcement a step further, from label authentication to product authentication.

Instantaneous covert authentication

We provide UV keychain lights as part of the BrandAuthen brand protection program. These or standard off the shelf UV lights from the internet can be used to authenticate a product instantly. While many enforcement programs suffer lost efficacy due to cumbersome authentication procedures, BrandAuthen makes it easy to do, and easy to understand, so there are no problems with enforcement. Customs agents we've spoken with have been frustrated by authentication equipment and complexity, so we designed BrandAuthen to make it easy. By making them able to inspect product faster and with less errors, more counterfeits can be caught, and more product can be inspected within a given amount of time. These factors make your enforcement program and brand protection strategy more effective.



Prints as a clear layer on top of existing artwork, so it only shows up under a UV light



BrandAuthen film with dual colors



Hydrophobic BrandAuthen on fabric label

Readily incorporates into manufacturing process

BrandAuthen particles are small so they don't clog printing equipment, making them easy to incorporate into manufacturing processes. Because these functionalized nanomaterials are not pigments, they can be mixed into clear printing vehicles and printed on top of other graphics. BrandAuthen remains clear and will not effect the look of graphics under it, yet will glow in its own color under UV light. Also, as a non-pigment, BrandAuthen can be mixed with pigments so they are one color under ambient light, but glow in another color under UV light. Thus, if mixed with a black ink for a label, the ink would print in black, but glow in another color under UV light.

For fabric label applications, solvent dispersion BrandAuthen can be applied to fabric labels, where it lasts through washing steps in the manufacturing process since the solvent makes the label hydrophobic. For applications involving clear plastics, BrandAuthen can even be mixed into the raw materials so it's molded into the plastic.

Forensic authentication

For the highest level of security, we offer proprietary formulations of BrandAuthen, coupled with the Forensipen, which analyzes the BrandAuthen nanoparticle size in nanometers to ensure there is an exact match. For reference, note there are 1,000,000,000 nanometers in a meter, or 25 million nanometers per inch, or over 3 million nanometers in 1/8". Many competing technologies require lab analysis with expensive equipment, adding cost and delays to intercepting counterfeiters. BrandAuthen can be quickly authenticated in the lab or the field with our cost-effective Forensipen. This makes it virtually impossible to counterfeit, and provides you with instant forensic verification.



Pack of cigarettes, with BrandAuthen lit up by UV penlight