

# Sun Innovations, Inc.

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When it comes to covert authentication, only Sun Innovations has the nanotechnology to make products easy to authenticate, but practically impossible to duplicate. Many authentication technologies can be faked by the counterfeiters. In a recent *Smithsonian* magazine, for example, it was noted that a popular malaria drug was counterfeited so often, customers had no idea which hologram was legit, and the best looking holograms were actually on a counterfeit. For malaria alone, WHO estimates that at least a fifth of the 1,000,000 deaths annually is due to counterfeit medications.



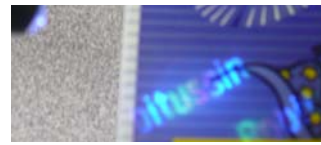
Viewed under normal light



Viewed under UV light



Viewed under normal light



Viewed with UV penlight over packaging

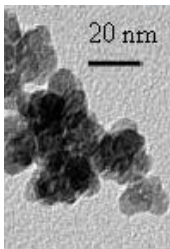


Viewed under normal light



Viewed under a UV light

Efficient enforcement is a problem. It can be difficult to arm individuals throughout the world with the tools to effectively root out the fakes from the real. That's where Sun Innovation's BrandAuthen comes in. Using UV keychain lights we produce for pennies in China and can ship worldwide for almost no cost to you, customs agents, mystery shoppers, and law enforcement can authenticate any packaging in moments. We make it fast and foolproof, so more product can be authenticated, and more fakes eliminated. To date, enforcement has been a limitation in fighting the number of deaths from counterfeits. BrandAuthen helps solve that problem.



Why is BrandAuthen so secure? As with the ease of enforcement, the answer is simple, but elegant. BrandAuthen prints in completely transparent layers over other graphics or clear films. For the particles to be transparent like BrandAuthen, they have to be engineered to have special properties at an astronomically small size. They are so small, you can't see them with a high-power microscope, and to form the image on the left we had to blast BrandAuthen with a stream of electrons to form the image. Other particles which glow under a UV light aren't transparent like BrandAuthen; they are based on pigments with micron particles that are like gigantic boulders compared to BrandAuthen. Our particles are small enough to be printed in codes on such micron particles, for medical tracers among other applications. Counterfeiters would need an army of Ph.D's to mimic this technology. It's as simple as being transparent where the others can not be.

BrandAuthen can be printed onto almost any surface. The small particle size allows it to work well with printers without clogging like some taggants, so it can be printed on labels, plastic bottles, anti-tampering plastic, shrink wrap, etc. If you'd like to see what BrandAuthen could do for you, just send us some packaging samples and we'll print up some prototypes for you.