

Smartrac Unveils ‘Proofs’ Solution to Turn Brand Products into Unique, Secure Experiences

Proofs enables brand product manufacturers to deliver exclusive content to consumers to increase customer loyalty and satisfaction and minimize counterfeiting.

AMSTERDAM, THE NETHERLANDS, April 27, 2017 /EINPresswire.com/ -- Leveraging the next generation of its latest, purpose-built NFC tags equipped with NXP® Semiconductor’s NTAG® 413 DNA chip, RFID and IoT pacesetter Smartrac today announced its ‘Proofs’ solution. Proofs enables brand product manufacturers to deliver secured and exclusive content to their consumers to increase customer loyalty and satisfaction and minimize counterfeiting.



By embedding a Proofs-empowered NFC tag into a physical product, customers can now turn their products into a media hub and easily deliver secure and exclusive mobile content to consumers. Moreover, Proofs is a powerful tool to help verify product authenticity and minimize counterfeiting. All delivered with a tap of an NFC-enabled smartphone, without the need to install an app. The NFC tag contains a unique digital identity and uses a highly secure, standardized encryption procedure to generate a “tap-unique” authentication code in a web link and sends it to the smartphone. The smartphone browser transmits the link to the brand website server, which uses a trusted web service call to verify the secure code.

One of the key prerequisites for Proofs is the NFC tag IC’s ability to enable cryptographic authentication with each tap, without the need for a dedicated app, so tag reads are quick and intuitive. As of today, NXP’s NTAG 413 DNA is the only NFC-suitable chip with a secure Unique NFC message (SUN) feature to provide AES 128 cryptographic authentication, and one-time authentication code each time an NFC-enabled mobile device is tapped on it. By using that code, Proofs enables brand manufacturers to assign a unique digital identity to each physical product at the point of manufacture or within the supply chain.

The new, secure digital product identity cannot be copied or tampered, and is stored in the Proofs-empowered NFC tag, which can be embedded into or irremovably attached to virtually any brand product. Brand product manufacturers can now get unprecedented, real-time insights into consumer behavior, both at the point of sale as well as post-sale. Furthermore, consumers can use their smartphone to tap onto the tag and explore secure, exclusive digital content within seconds, as well as immediately verify a product’s authenticity.

A perfect addition to Smartrac’s solutions portfolio

In addition to the new NFC tag generation, which is available in a variety of different form factors, Smartrac's Proofs solution consists of one more key element: a web service, provided by Smartrac's [enablement platform Smart Cosmos](#) that verifies the unique digital identity of a Proofs-empowered NFC tag with a website maintained by the brand owner. Proofs is ideally complemented by Experiences, Smartrac's solution that delivers intelligent, personalized, and exclusive content to consumers, and in return provides engagement analytics to brand marketers throughout the entire product life cycle.

"By introducing our new generation of Proofs-empowered NFC tags and the related solution, we are expanding our product and solutions portfolio and reinforcing our reputation as the leading innovator in the realms of the Internet of Things and RFID. Brand manufacturers can now effectively fight counterfeiting with product authentication functionalities, and provide their customers with gated, exclusive content through their existing websites," says Martin Kuschewski, Head of Technology at Smartrac.

"With the growth in connected IoT devices, organizations of all kinds are seeking real-time, simpler, yet trusted and secure methods to protect consumers," said Markus Staebelin, Vice President and General Manager for Secure Mobility and Retail at NXP. "We've worked very closely with our long-term collaboration and market partner Smartrac in the development of the new NTAG 413 DNA, which provides a high level of security features to enable more advanced product and content protection. NTAG 413 DNA can also support unique user experiences to confer new levels of trust to proximity-based applications."

Smartrac will showcase "Proofs" at the upcoming tradeshow RFID Journal LIVE! in Phoenix, Arizona, May 9-11, 2017 @ booth# 622.

About Smartrac:

Smartrac is a leading supplier of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement product offerings. Our portfolio is used in a wide array of applications, such as animal identification, automated fare collection, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global R&D, production and sales network, we combine physical products with our enablement platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com, and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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