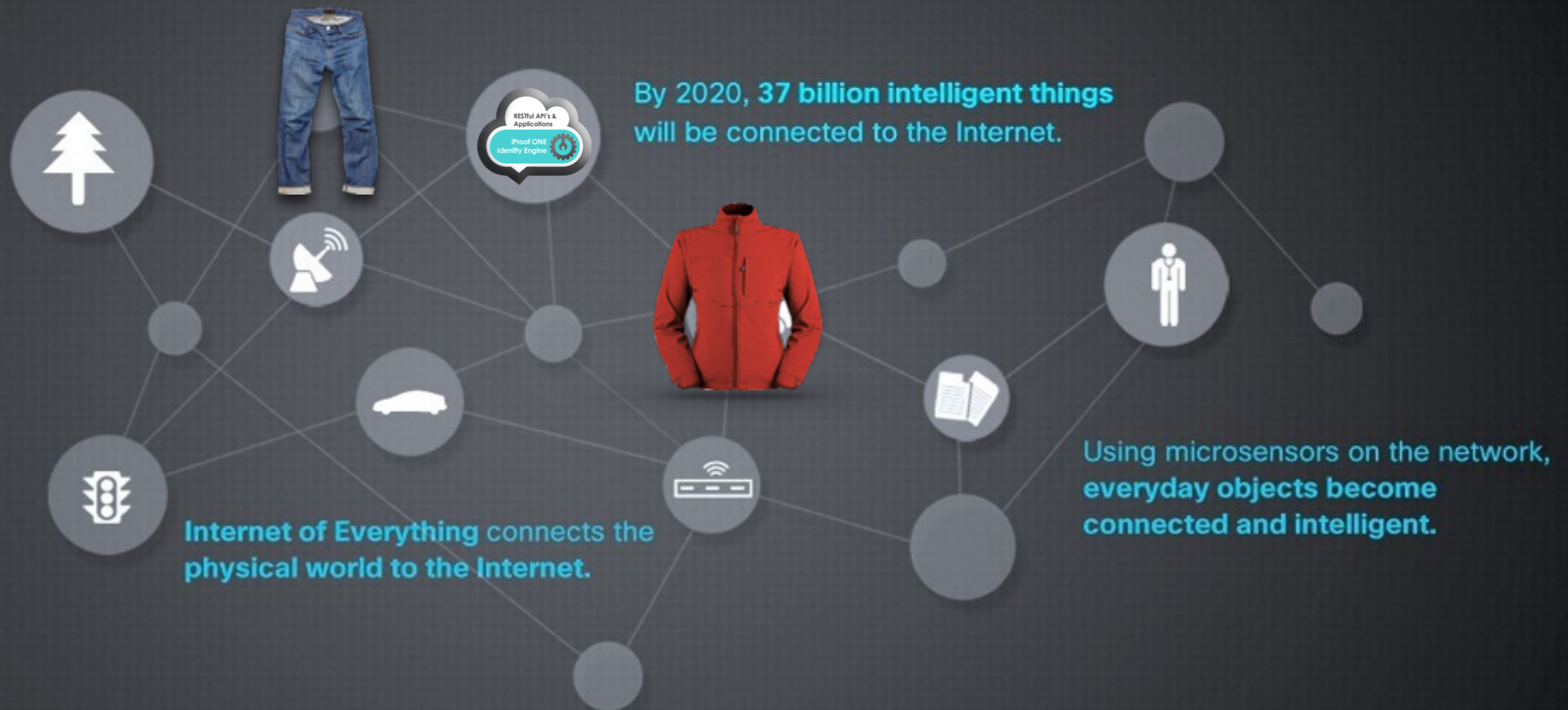


Today, more than **99% of things** in the physical world **are still not connected to the Internet.**

But a phenomenon called "The Internet of Everything" will wake up **everything you can imagine.**



The Internet of
EVERYTHING

#InternetofEverything
#IoE



Interactive Labeling

Each product is marked with unique iProof ID*.

Hi, I'm Unique.



ID: ABCD-1234

* IDs are encoded in QR codes, (woven into fabric labels or Heat-transfer labels which are incorporated in current labelling or applied on the product) or encoded in NFC inlay (incorporated in the structure of the product).



Identification | Tracking | Marketing



Interactive Labeling

Unique iProof ID on every item gives flexibility in delivering specific, valuable and relevant message in the right time.

Product:

- care instructions
- owner card
- unit specific information

3rd parties:

- retailers
- local campaigns
- other partners

Owner's interaction

Brand:

- authentication, tracking
- content management
- social engagement
- competitions
- mCommerce

iProof interface
ID: ABCD-1234



iPROOF

Identification | Tracking | Marketing



One label. Many uses.



Logistics



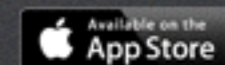
Professional

Consumer



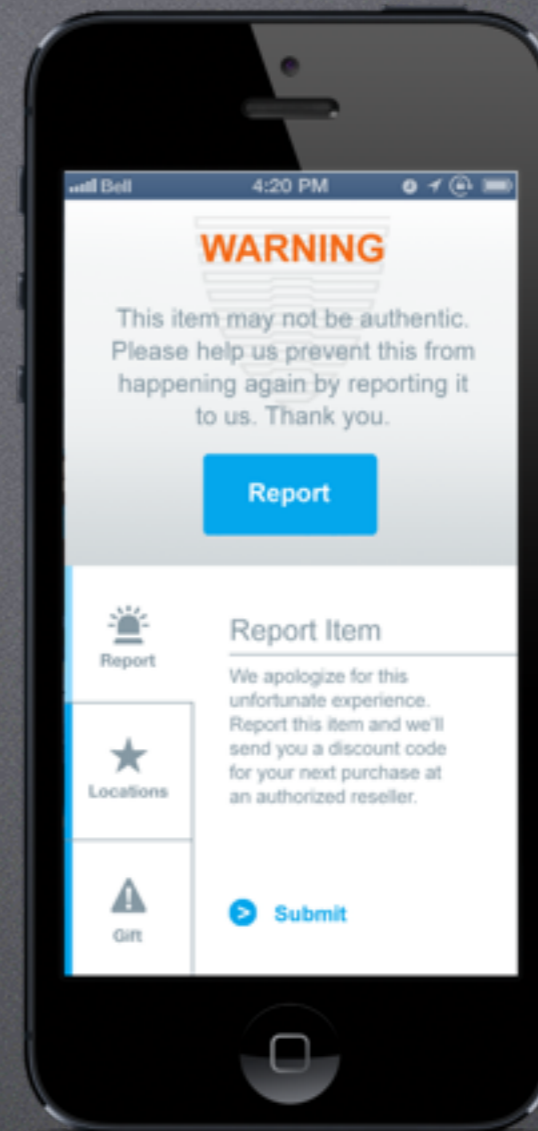
iPROOF

Identification | Tracking | Marketing



Brand Authentication

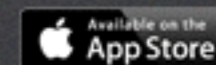
Scan with
any smart phone



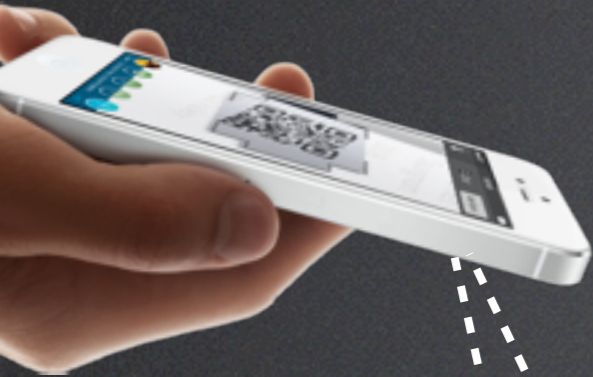
- Instant authentication
- Accessible with any available QR scanner
- Diversion control



Identification | Tracking | Marketing

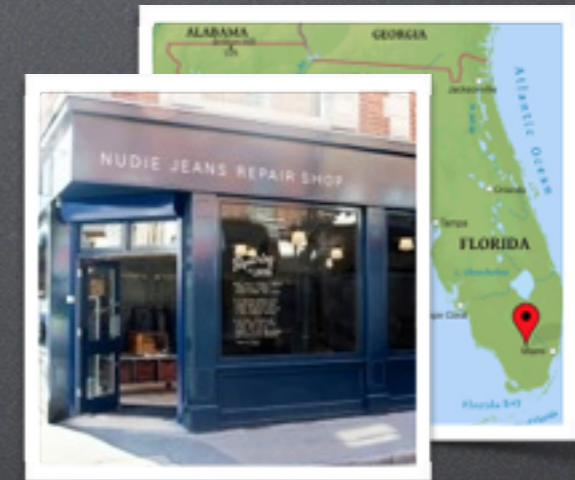


Item Identification



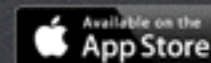
iProof ID : ABCD-1234
Owner: John Doe
Name : Cowboy Jeans 1969
Description : Relaxed Fit, Denim 203
Process Date : Jan 23, 2014
Plant : 15a
Batch : 1010 - 74
Sold By : South Beach Jeans

∞ ... unlimited cloud data storage on every item



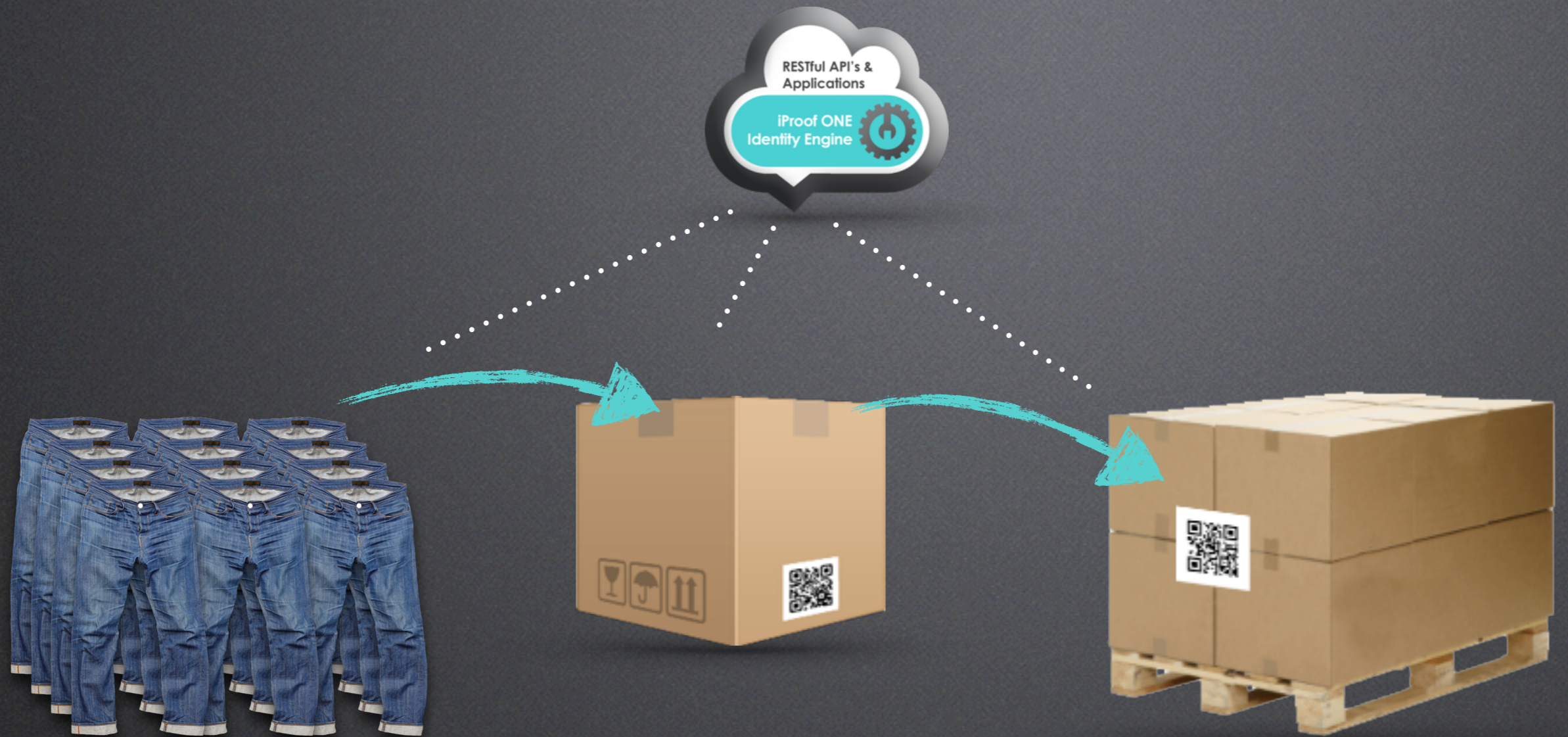
iPROOF

Identification | Tracking | Marketing



Easily Aggregate & Track

- The iProof system helps to improve your internal logistics & warehouse management system, or we can synchronise it with any existing internal ERP/MRP systems to maximise the relevance of the message to your customers and avoid dual work.



Identification | Tracking | Marketing



Intelligent Grouping

Different label content on same products- specific to tracking data if required



Shanghai, PRC

- 20 Jeans & 55 Jackets
- March 2014
- Distributor ENT2334
- 3x1 Jeans Store
- PO. 7654567



Los Angeles, USA

- 50 jeans & 10 Jackets
- March 2014
- Distributor ABD123
- Hollywood Jeans
- PO. 7654557



iPROOF

Identification | Tracking | Marketing



Individualized Marketing

- Unique option that gives competitive advantage against other brands in fighting for a better position on store shelves of multi-brand retailers.

Retailer Marketing

Promotes retail outlet where product was purchased



Smart e-Commerce

Automatically routes mobile purchases to original retailer



Personalization

Allows consumers to digitally personalize their products



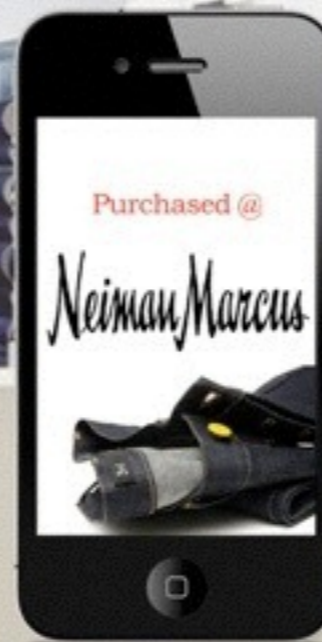
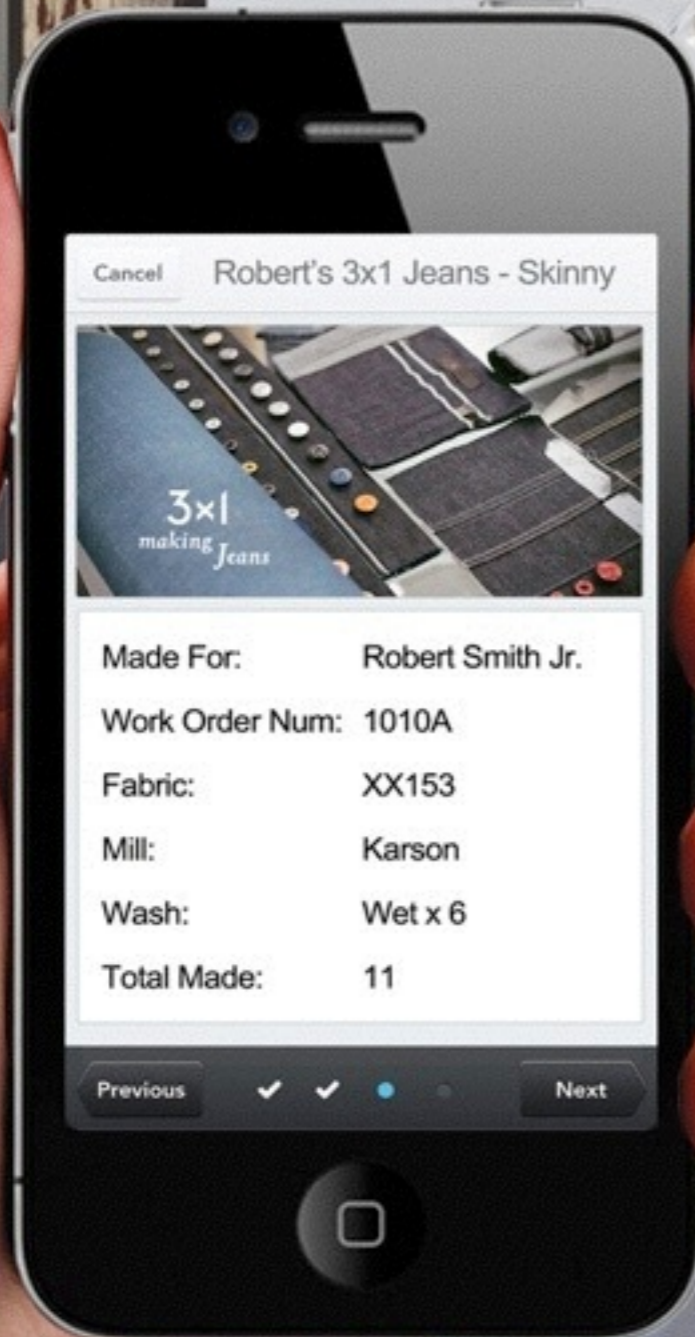
The Foundation for the Internet of Things™



3x1 customizes each designer
jean with iProof.

Authenticate

ID: V022-5R3G
3X1 JEANS : M1
New York
Created on Feb 12, 2011
Fabric: XX153
WorkOrder: 1010A
Wash: Wet x6
Total Made: 11



Market



Social

Identification
Authentication
Tracking
Marketing

Done.



Identification | Authentication | Tracking | Marketing

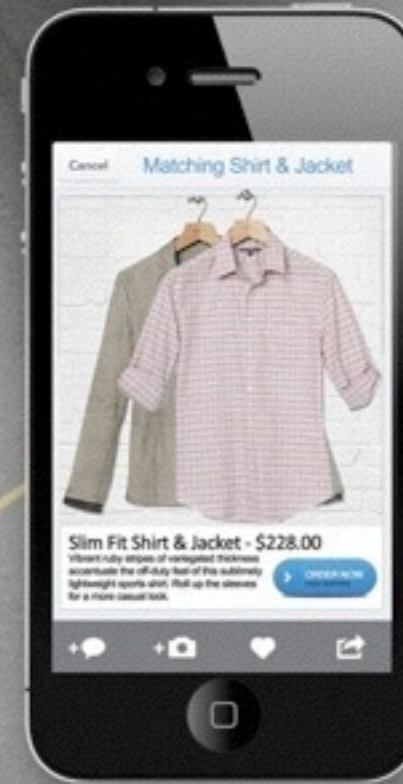
One-to-One Relationships between customers & the garments they own.



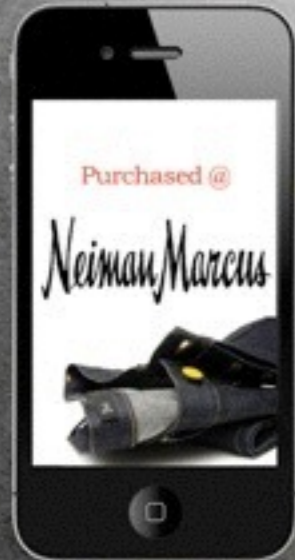
Hi, I'm unique!



Cross-Marketing opportunities.



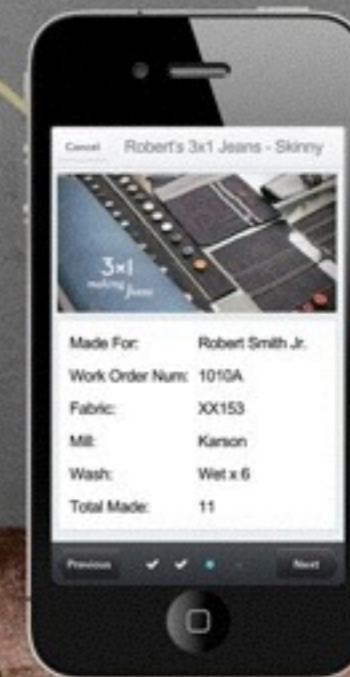
Item specific information on every garment you make.



Retailer Co-branding & Marketing



Brand Protection & Authentication



Feature Comparison



QR
Marketing

Anti-
Counterfeit
Overt/Covert

Track &
Trace

Mobile Web & e-Commerce



Customer Engagement



Tracking & Analysis



Brand Authentication



Diversion Control



Customer personalization



Affiliate systems



Private Social Networks



Choose the solution that best meets your needs...

Mobile



Mobile e-Commerce



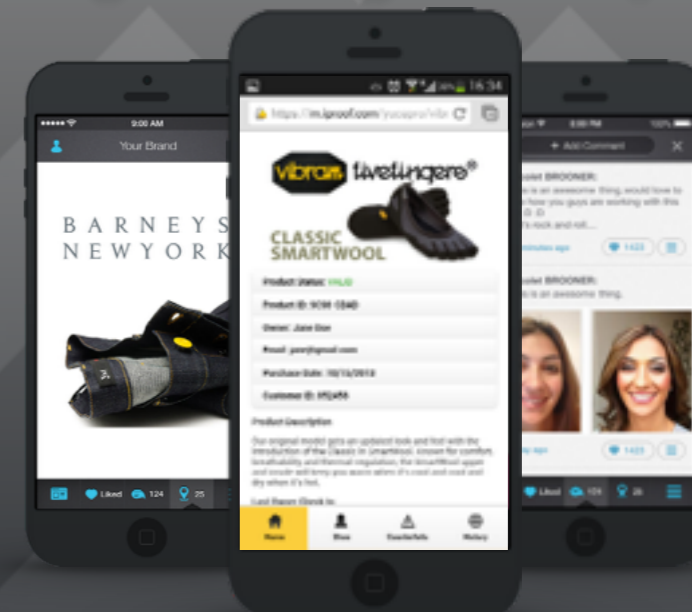
Professional



Diversions Reports!



Enterprise



- Mobile Marketing
- Brand Authentication
- Mobile e-Commerce
- SMS / Texting Authentication
- Geolocation Reports
- Customer Engagement
- Minor implementation

Mobile features plus...

- Local & Seasonal Marketing
- Loyalty Programs
- Diversion Reporting
- Docs & Media Cloud Storage
- Customized Social Networking
- Intelligent Groups of unique IDs

Professional features plus...

- Consumer Personalization
- Retailer & Multi-Level Marketing
- Individual Social Networks
- Automatic Diversion Alerts
- Logistical Tracking & ERP
- Optical Scanners & Tablets
- Mobile Dashboards for Pros

Please contact us for
a FREE demonstration :

Peter Kostur

+42.191.7464.191 | pkostur@iproof.com

