

The Future of 2D Barcodes

HD Barcode™ UNIQUE FEATURES



Large Data Capacity

Up to 175 times more data than a DataMatrix or QR barcode. Store up to 703,000 characters.



Secure Authentication

Code technology allows authorized users to scan and decode and restricts unauthorized reproduction.



NO INTERNET REQUIRED!

Proprietary scanning application allows the barcode to be read at any location.

PRODUCT PROTECTION



HD Barcode™ Unique to Manufacturer

Custom configured. Barcode can only be read by authorized personnel.



Track and Trace

Unique HD Barcodes can be ink jet or laser printed in the same manner as DataMatrix or most barcodes. Serial numbers can be embedded within the HD Barcode™ to match tracking codes that are included within DataMatrix and other barcodes printed online for positive authentication.



Full Color Product Images

Product or Part images can be embedded or embossed within the HD barcode™ to verify identity.



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Example of counterfeit product detected

Scanned HD Barcode™ does not match code printed on counterfeit bottle.

1. Decoded HD Barcode™ shows authentic label image. Counterfeit label does not match font style of authentic label.
2. UV micro dots are missing on counterfeit label.



SECURITY

Code generator program remains independent from HD Barcode™ readers preventing unauthorized reproduction of codes.

Reader application can be configured to require registration with expiration date and password.

EMBEDDED HD BARCODE™ IDENTIFIERS

Name of Manufacturer

Location of Manufacturing Plant

Production Line Information

Carton or Label Identifier

Revision Numbers

Distribution Regions

Optional Covert Identifiers:

UV or IR codes

Unique code number or patterns, visible or invisible

Embedded image of serial number or product image

Embedded image of unique signature that matches signature on product