

Patented Solutions for Brand Protection, Anti Counterfeiting & Anti Piracy

Wamp Multimedia Sdn Bhd proudly offers anti-counterfeiting technology solution that will provide brand protection and document security with patented technology to our valued customers, business partners. We offer customized, proprietary encoding for each client, worldwide level authentication and the relevant development, support and training services.

This brand & document protection technology basically encodes authentication information into existing packaging artwork, labels, stickers, nameplates, holograms, etc. It is therefore a secure way to provide anti-counterfeiting, anti-piracy feature to any brand. This technology can be incorporated with other protection technologies in a layered approach to enhance the level of security. This patented technology is available to encode data and uses existing printing inks in virtually any printing processes, including offset, silkscreen, inkjet, laser, digital, flexo, letterpress, gravure, guilloche, thermal etc.

Benefits of this brand protection technology:

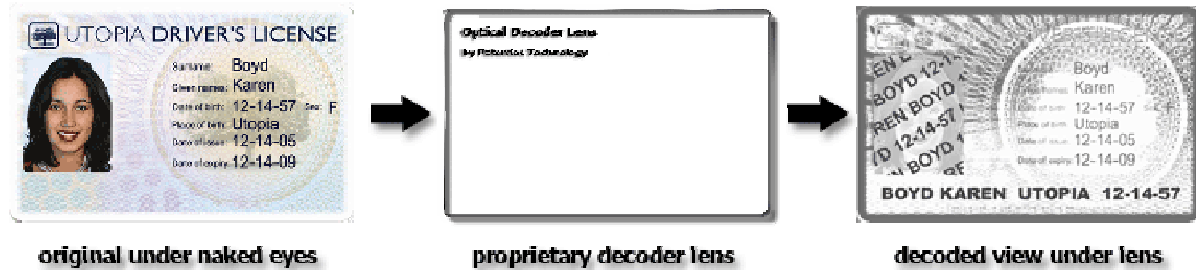
- ✓ Can be integrated into software for tracking, monitoring and record keeping
- ✓ Detectable only by proprietary software, not visible under naked eyes
- ✓ Multiple authentication channel choices
- ✓ Worldwide level authentication
- ✓ Multi-layered protection
- ✓ Optical or digital decoding devices available
- ✓ Resistant to latest counterfeiting techniques
- ✓ Customized encoding for each client
- ✓ Transparent to the existing printing process



Hidden images and information are embedded in a document to protect it from the alteration at the moment of printing or the creation of the digital document.

The hidden information in the document is directly linked to the visual data printed on the document.

Below diagram shows the view of naked eyes and the decoded view, under the decoding by proprietary optical lens.



This security solution strongly protects your brand, products against all forms of fraud:

- ❖ Counterfeiting
- ❖ Alteration
- ❖ Photo Substitution

Examples of branded, genuine products which can be protected:

Pharmaceutical products, electronics components, automotive spare parts, memberships identity, designer label clothing products etc



**For details about this state of the art brand protection solutions,
please kindly contact us at the below:**

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