Intellectual control system for original product protection and marketing
Introduction

Modern market of products expanding every day where advertising is playing a role of an engine which helps the products famous and high demand among consumers. Such popularity does create a risk of fake products and this negatively impacts on profit of product manufacturers and or importers as well as creating basis to lose consumers.  
There are many systems developed for confirmation of original products, unfortunately all of them are not effective and even sensitive for duplication/fake control system which cause failure of confirmation of original product.  
This problems was studied by our team in details and decision was made to develop intellectual control system based on QR where we were able to apply intellect for the system with special protections.
Intellectual control system for original product protection and marketing iQRex – is a Client-Server software using unique generated identification code printed on unique design stickers covered with scratch protection from unsanctioned scanning.

In parallel with protection of original products the system also provides manufacturers with collection of databases and analysis for marketing purposes as well as gives an option for product promotional campaigns and best consumer award or other advertisement purposes.
UNIQUE DESIGN

iQrex sticker are highly durable and applicable to any package
As long as manufacturer want to protect his products with iQrex system he will get access to personal control panel. Here he can add products, create orders and check out statistic and analytical information.
Dive deeper: Manufacturer. Creating Product

- To place an order, the manufacturer creates a new product with all necessary details.
- After the product has been created, the manufacturer places the order for the related product and order-specific information.
Then iQrex system **automatically** generates unique codes for new created order.
Dive deeper: Manufacturer. Printing and Applying

- Now generated codes will be send to print and then will be delivered to manufacturer
- Sticker appliance to product may be implemented in various ways like handheld automatic or industrial inline applicators
Dive deeper: Manufacturer. Bonuses & Consumer Award

- System gives an option for product promotional campaigns.
- Manufacturer creates bonus plan for related product on promotional period.
- So consumer receives bonuses from manufacturer by customer loyalty program.
- Also manufacturer can see its best consumers and reward them directly by sending push notification*

*No personal information shared with manufacturer
Dive deeper: Consumer. System Usage

System usage is simple like 1,2,3

Download of mobile application IQReX from PlayMarket, AppStore and from other sources for smartphones

Purchase product and scanning of code with application after erasing special scratch protection from sticker

Confirmation of product being original or possible fake
Dive deeper: Consumer. System Usage

- System allows submit complaint if product is fake.
CONSUMER: PURCHASE HISTORY

Displays searchable scanning history
UNIFIED INTERFACE

Same great experience on all devices
● iQrex provides an unprecedented level of reliability due to combination of cryptographic technologies, blockchain concept and extensive analytical data
● Every operation with every product from generated code to scan in parallel with iQrex system enrolls in blockchain
● Blockchain distributed between manufacturers
● Every manufacturer can check (decode) information related to him only, but blockchain integrity is preserved for all members and can be easily verified by any member at any moment
● Along with blockchain data analytics provides strong system protection from fraud.
Advantages of iQRex System

- iQRex provides increase of turnover for product due to system being able to protect original product which helps to maximize supply of product to its actual demand on the market as well as creating environment to avoid fake products.
- By using iQRex, you get additional feature for virtual communication with each individual consumer for any advertisement/promotional campaigns and bonus/award systems.
- By using iQRex you have ability to have marketing analysis based on intellectual system features by receiving reports on frequent basis.
Also

- Multiplatform featured software/application (Android, iOS, Windows Phone, Blackberry)
- Unique identification code for every individual product quantity
- Protection of system from any external attacks
- Integration with modern social network systems (Facebook, Twitter, Google and others)
- Ability to collect database for marketing analysis
- Ability to define and award of loyal consumers
- Unique stickers with intellectual code resistant to adverse environment conditions
- Protection of stickers not to be re-printed under same codes
- Protection of product from unsanctioned screening due to scratch cover of stickers
- Possibility to define source of sale of fake products (return connection)
- Application access to all potential buyers
- Ability of system to work without internet (by sms option)
- Ability to send push notifications
- Multilingual support application wide
Let’s assume consumer demand for product “N” based on below provided table with some analysis. 700,000 of bottles on annual basis for the product “N” is manufactured or imported, however the market demand for this product is around 1,200,000. And manufacturer or importer of the products “N” is not capable to cover all demand of the market and or consumers.

In the next coming years due to persist of fake products on the market for product “N” demand is getting lower since consumers lose trust and not satisfied with quality of the products and consumer is not in a position to define whether the product original or fake.

<table>
<thead>
<tr>
<th>Name of product and cost per piece</th>
<th>Manufactured and or imported per annum</th>
<th>Annual demand</th>
<th>Fake products sold per annum</th>
<th>Loss of market piece per annum</th>
<th>Cost for use of iQRex per annum</th>
<th>Return of lost market per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td>The product “N” and cost $1 per piece</td>
<td>700,000 ($700,000)</td>
<td>1,200,000 ($1,200,000)</td>
<td>500,000 ($500,000)</td>
<td>40% ($500,000)</td>
<td>For 1,200,000 pieces of product approximately 5%</td>
<td>Approximately 35% per annum</td>
</tr>
</tbody>
</table>
Bonus. It could be Fun 😊

It is all about little button on the panel
THANKS!

Any questions?
You can find us at office@iqrex.com