

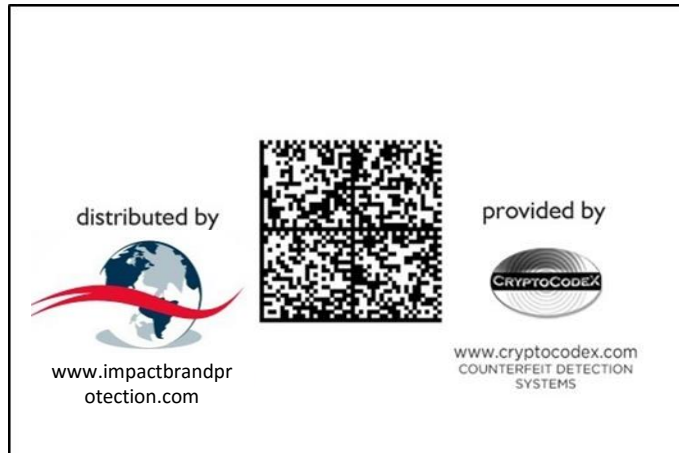


COUNTERFEITING PROTECTION SECURING ID CARDS INFORMATION

Document Security



Sensitive information such as user's image and biographical data is encrypted within the barcode, not in an online database.



Authentication on a need to know basis. Can be scanned with any device with a camera and 2D barcode reader.

Authentication Data: 3 Steps



Scan

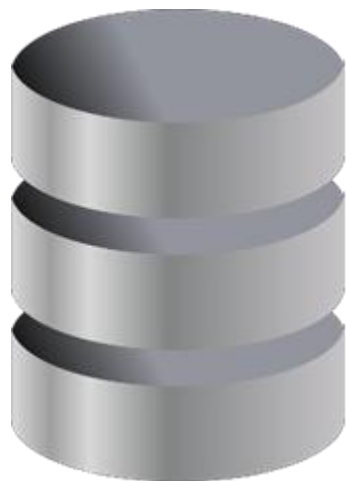


Authenticate



Confirm

Secure Offline Generation of MDLE



Database
ERP



MDLE Encryption
Server



MDLE Encryption
2D Barcode



Encrypted 2D barcode (database record) is sent to the labelling converter or document printer.

OFFLINE. Disconnected from Internet

Secure Environment

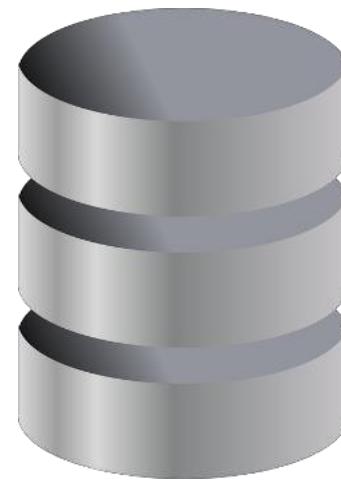


Incoming
Web Server



MDLE Decryption
(Key) Server

MEANINGLESS DATA STORED ONLINE



Database
ERP



MDLE Encryption
Server

SENSITIVE DATA STORED **OFFLINE**

Micro Database Less Encapsulation - MDLE



David



Goliath



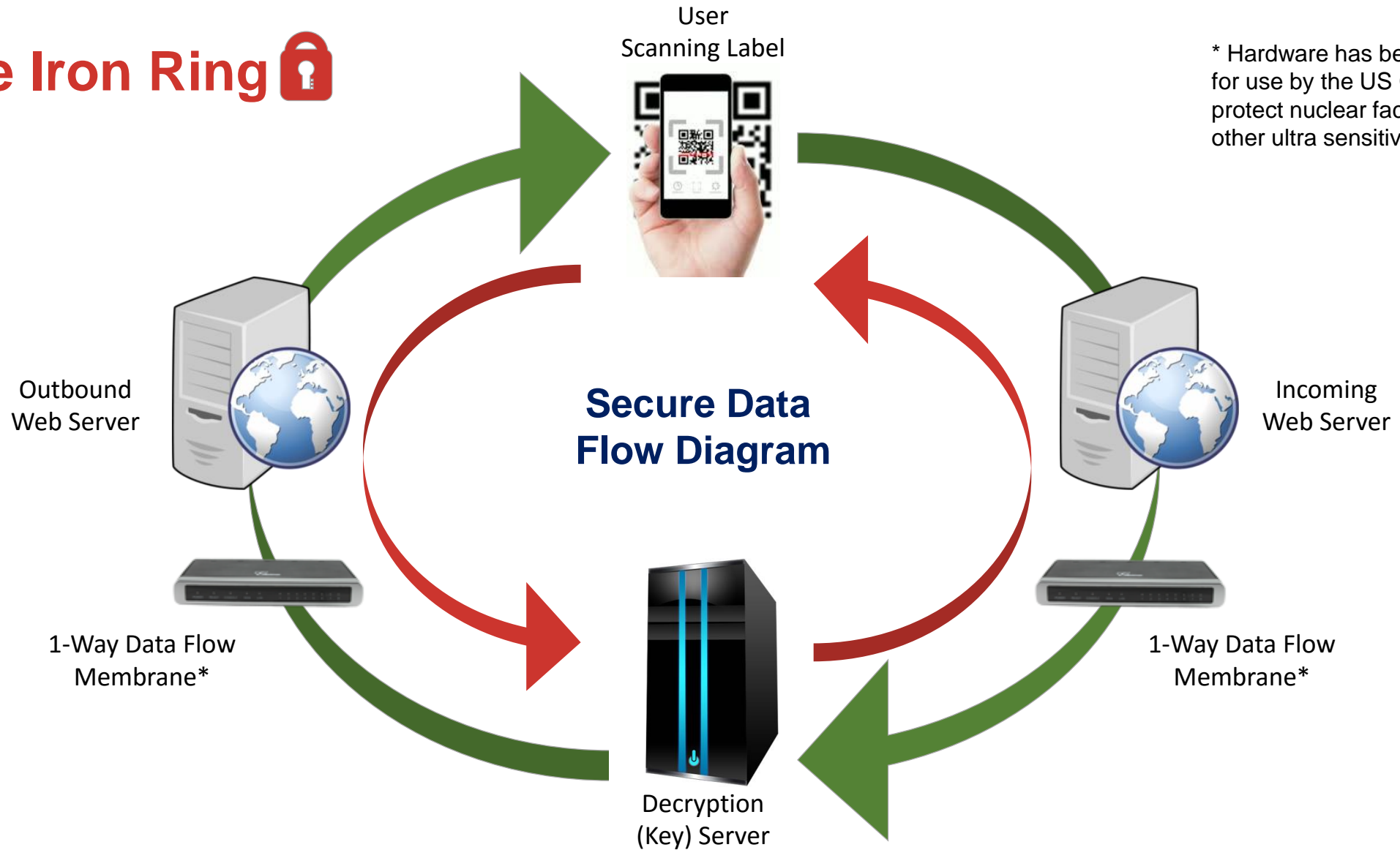
10001100111101010010110001100110 10001100111101010010110001100110
01111010100100111001111010100100 01111010100100111001111010100100
11000110011110101001011011010100 11000110011110101001011011010100
11010100100110001100111101010010 11010100100110001100111101010010

**THE IRON RING
DATABASE LESS
AUTHENTICATION**



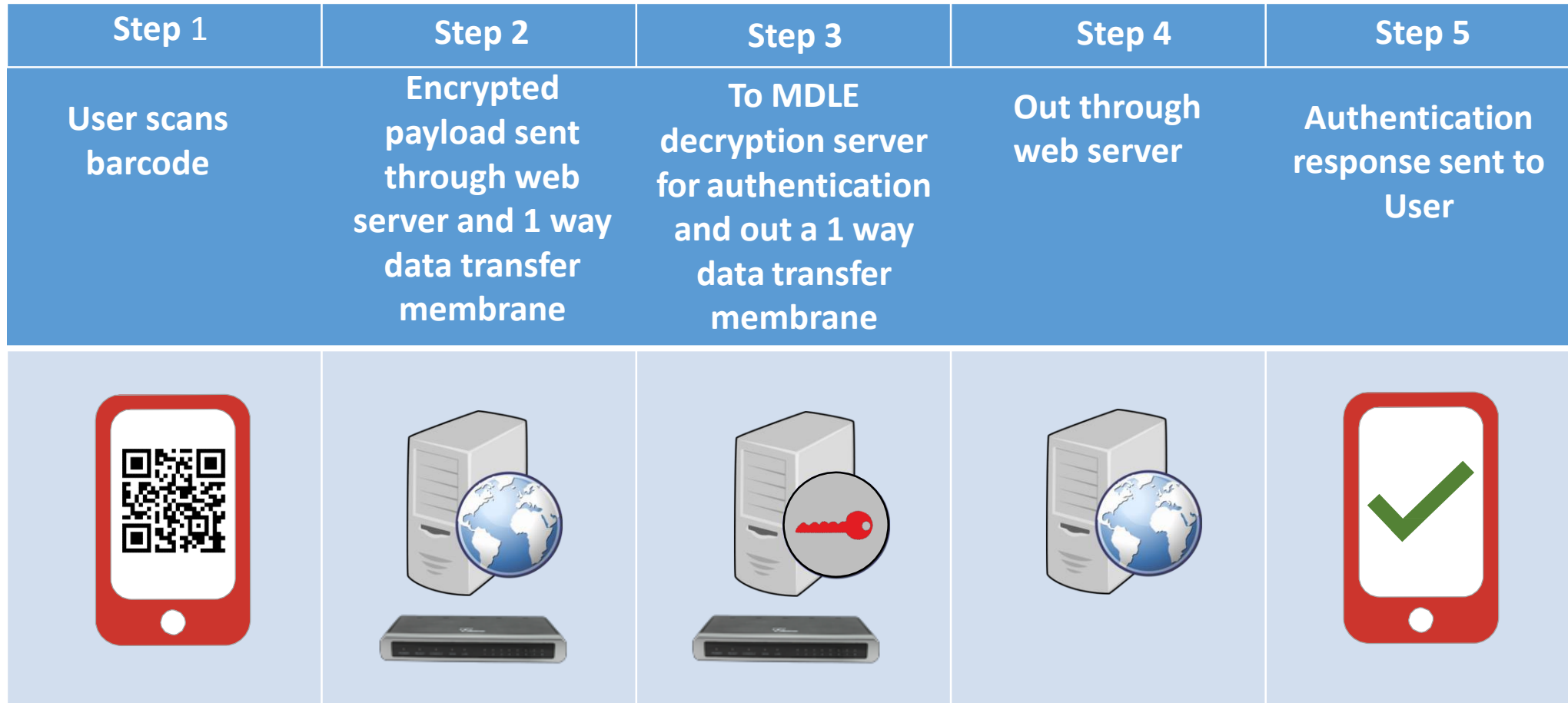
10001100111101010010110001100110 10001100111101010010110001100110
01111010100100111001111010100100 01111010100100111001111010100100
11000110011110100101101101010100 11000110011110101001011011010100
11010100100110001100111101010010 11010100100110001100111101010010

The Iron Ring



* Hardware has been approved for use by the US Government to protect nuclear facilities and other ultra sensitive networks.

The Iron Ring Cycle





TECHNICAL SPECIFICATIONS

Military Grade Encryption



Patented encryption method that eliminates need to store sensitive information in an online database.

Encryption Key is truly chaotic.

Based on a innovative and patented technology called Pure Human Randomization, or PHR.

PHR is protected against Rainbow Crack, Dictionary Attack, Cryptanalysis and Brute Force.

Encryption – Performance Features



Key Strength – 1 million bit or more

400% faster when compared to AES.

MPU use – Mathematical Process Unit in CPU use only 3% –7%.

+/- 5% overhead of the file from original data set.

Capable of encrypting entire columns of a database (up to 300 characters) into one 2D barcode.

US Patent No. 8914369

White Paper

Insurance Benefits



Security
Detection Capability
Response Time
Compliance
Consumer Confidence



Liability in a Breach
Breach Related Costs
Liability from Counterfeiting
Liability from Diversion
Liability from Product Recalls

What the experts say about us



“Defining drop shipments is an important issue. There are novel low cost methods that guarantee product authentication as pennies per unit that cannot be reverse engineered. Check out www.impactbrandprotection.com track & trace”.....“While I did not work with Privacy Inside (now Cryptocodex) on this application, **I did a preliminary analysis of their merging barcodes with PHR and found this approach a strong audit tool for counterfeit commercial goods**” – Andre Szykier, Chief Scientist at Aegis Health Security

“**Simple is always better ... by elimination of the perceived complexity in the authentication** world **IBP** products could be a pivot point that will help achieve a more reasonable following.” – Michael Agee (RIP), Brand Protection Specialist

“**Impact Brand Protection** is a new company and I believe it offers a truly **transformational technology** with huge potential. **It can solve so many of the brand authentication, serialization, and associated data security issues facing the Pharma, biotech, and medical device industry today.**” - Anonymous



**NEVER PLACE ALL
YOUR EGGS IN
ONE BASKET!**





CONTACT US
Steve Scully - CEO

We have representatives in the UK & Poland

Tel: +44 7789 793282 (UK)

+48 790 520 605 (PL)

Email: info@impactbrandprotection.com

Web: www.impactbrandprotection.com



Impact Brand Protection Ltd | www.impactbrandprotection.com

