



# Military Personal Identification Tags (Dog Tag)



## 2D Barcode Info:

- Blood Group
- Name
- Initials
- Service Number
- Religion

# Identification Tags (Dog Tag)



## How does this work?

- In the event a soldier is injured during combat, this will tell the medic/doctor who this person is, any medical conditions (if any) and as the above info states, blood group etc
- In the unfortunate circumstances a soldier is captured/lost in combat etc, scanning of the barcode would give a precise GPS location of the soldiers position, allowing to carry out a search and rescue, this also giving the potential location of the enemy, ideal in this growing concern over terrorist attacks and capture of armed personnel and UN personnel etc

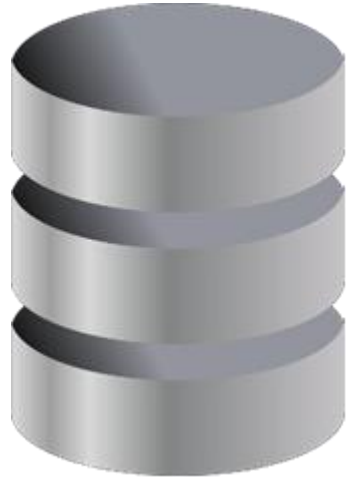
## What are the benefits to the soldier?

- Reassurance their location will be transmitted via GPS, once the barcode is scanned, the enemy will be inquisitive and will want to know what information the barcode holds, this will only show the information the current ID tag of today holds and nothing more, but assisting and giving away their location in real time via GPS.

## Benefits to the Army:

- The cost of the technology would be relatively low compared to the amount of army personnel in the UK armed forces as a whole
- Gives a GPS location of the army personnel when the barcode is scanned
- Reassurance and peace of mind to the army personnel, in the event of a situation etc

# 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

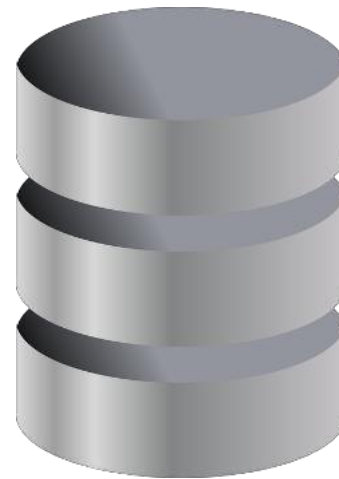


Incoming  
Web Server



MDLE Decryption  
(Key) Server

MEANINGLESS DATA STORED ONLINE



Database  
ERP



MDLE Encryption  
Server

SENSITIVE DATA STORED **OFFLINE**

# Micro Database Less Encapsulation - MDLE



David



Goliath



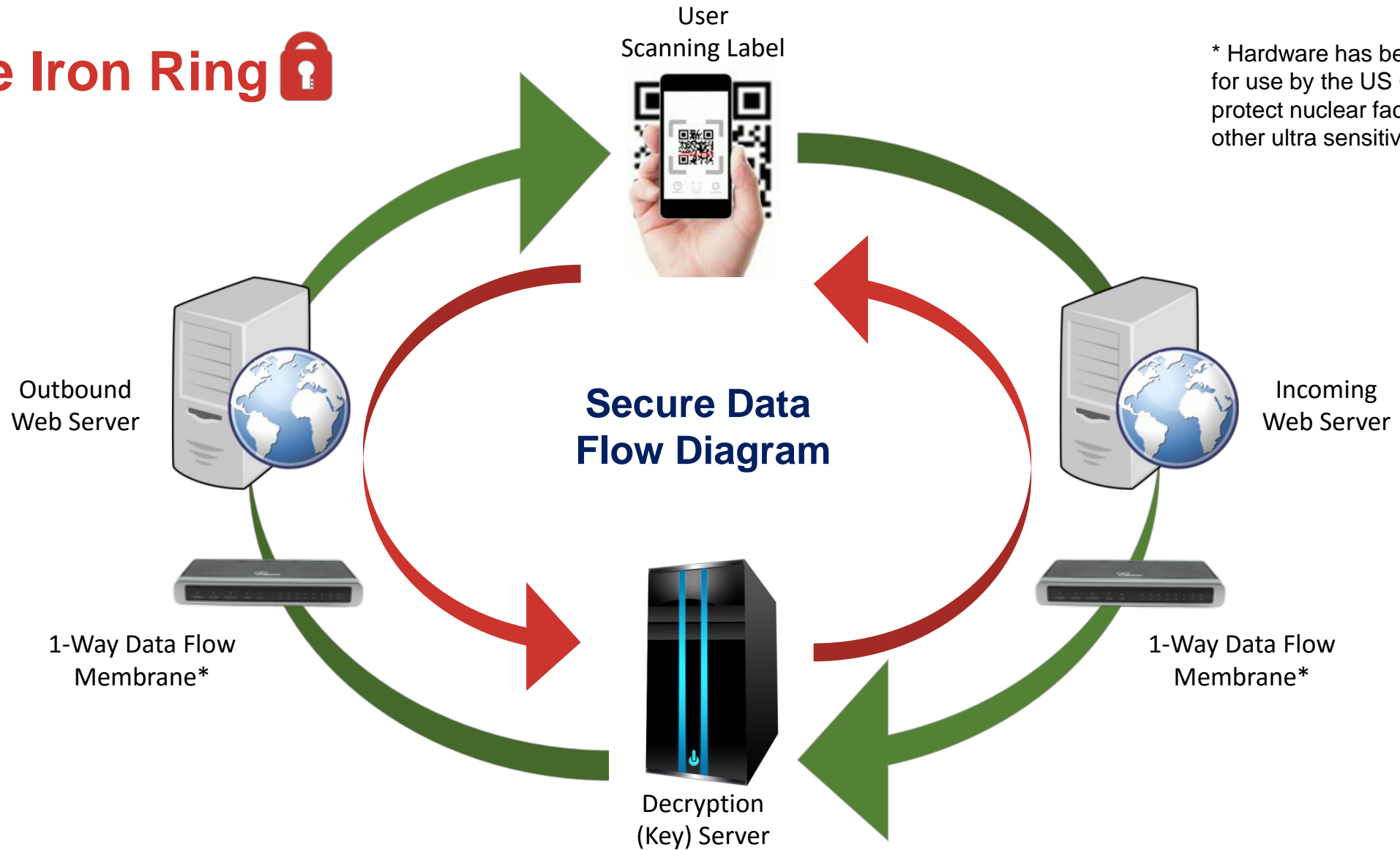
10001100111101010010110001100110 10001100111101010010110001100110  
01111010100100111001111010100100 01111010100100111001111010100100  
11000110011110101001011011010100 11000110011110101001011011010100  
11010100100110001100111101010010 11010100100110001100111101010010

# THE IRON RING DATABASE LESS AUTHENTICATION



10001100111101010010110001100110 10001100111101010010110001100110  
01111010100100111001111010100100 01111010100100111001111010100100  
11000110011110100101101101010100 11000110011110101001011011010100  
11010100100110001100111101010010 11010100100110001100111101010010

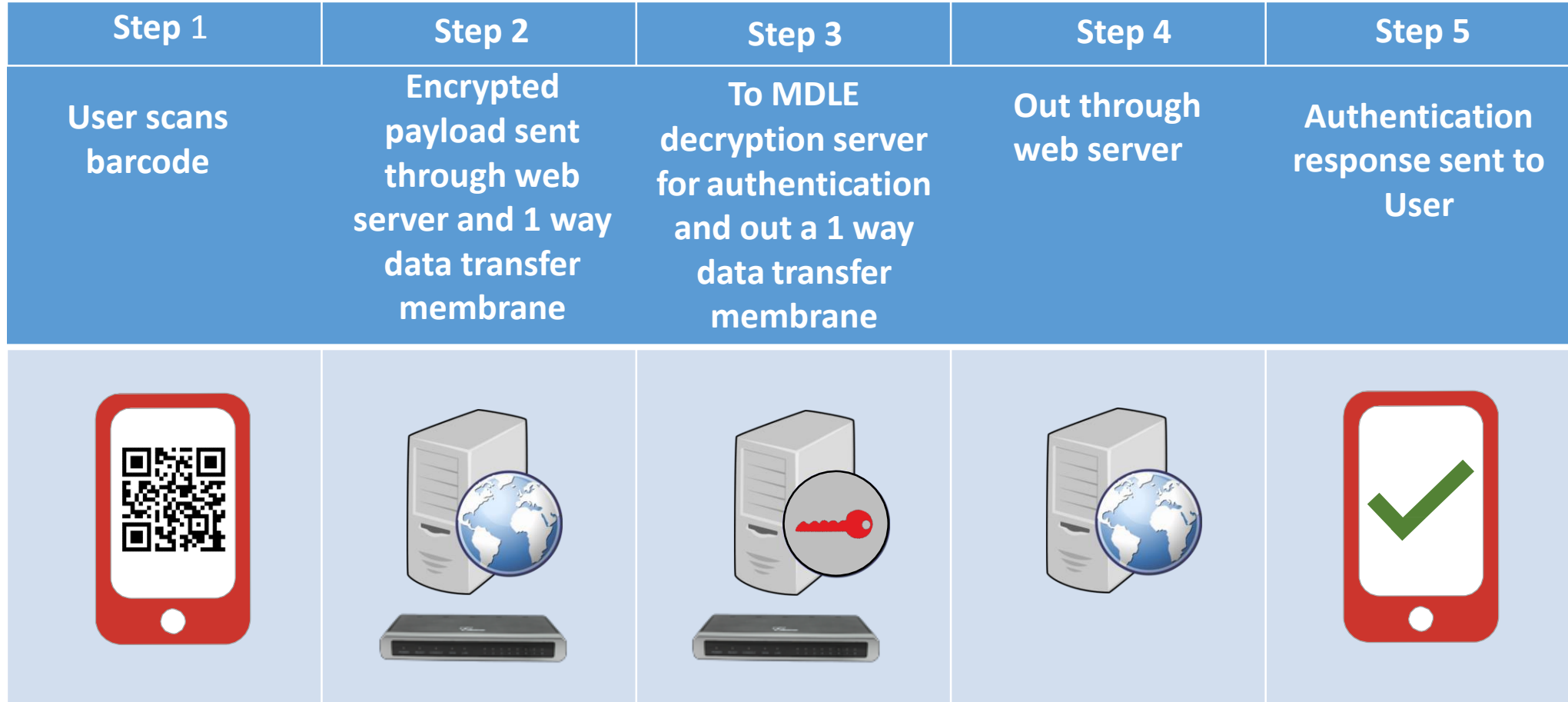
# The Iron Ring



\* 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

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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

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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



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# Insurance Benefits



<b>Security</b>
<b>Detection Capability</b>
<b>Response Time</b>
<b>Compliance</b>
<b>Consumer Confidence</b>



<b>Liability in a Breach</b>
<b>Breach Related Costs</b>
<b>Liability from Counterfeiting</b>
<b>Liability from Diversion</b>
<b>Liability from Product Recalls</b>

## What the experts say about us

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“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](http://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



Impact Brand Protection Ltd | [www.impactbrandprotection.com](http://www.impactbrandprotection.com)





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





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