

fashion
proposal

HIDDEN TAG

01

Service Outline

By being the most simple product verification method, Hidden Tag is easy-to-use and provides certainty with its security.

Service Intro

- Technology
- Tutorial
- Characteristics and Strengths

Service Make-up

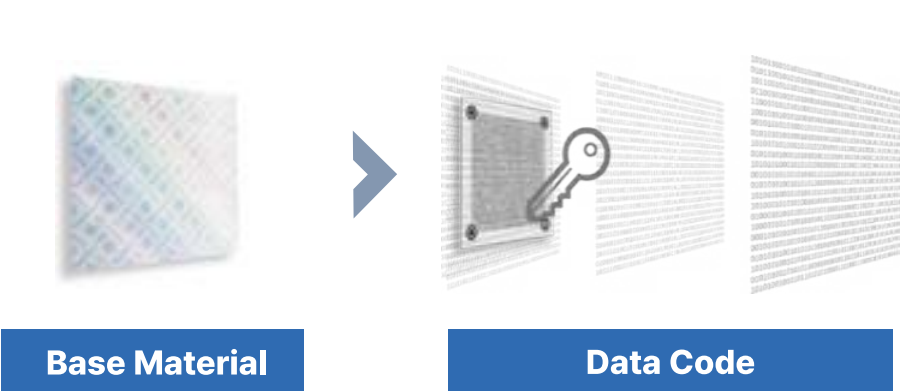
- Process
- Label Forms
- Mobile App
- HIDENTAG Server

Other services

- Distribution Service
- Brand Control
- Promotion Service

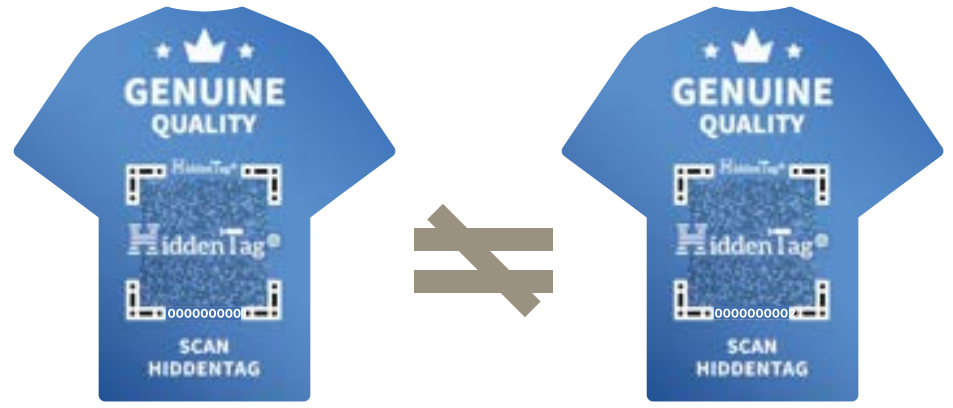
References

- Apparel
- Bags
- Shoes
- Others



HIDDENTAG's Original Technology: Watermark

Possesses watermark technology that embeds concealed encrypted data into digital contents Makes modification impossible with its specialized encrypted technology



The images may look the same, but different info



With each label's unique code, counterfeits can be traced



Scan labels with Hidden Tag's app



Confirm product authenticity through the landing page

After purchase, anyone can check the product with their smartphone

Entry in the global market makes optimal service possible

Official Export Voucher Organizations, KOTRA(Korea Trade-Investment Promotion Agency) & KOSME(Korea SMEs and Startups Agency)



Procurement of the only Technology Certificate in Korea from China Trade Association for Anti-counterfeiting

- ◆ Hidden Tag is the first domestic company to pass the technology verification process from China Trade Association for Anti-counterfeiting(CTAAC) in 2016 and extend its validity in 2019
- ◆ Certified as the first official Korean organization to provide counterfeit data in 2019



Securement of rich technological competitiveness based on a multitude of intellectual property rights

- ◆ Possession of foreign intellectual property rights from America, Japan, China, and Vietnam originating from its domestic patent to carry out safe service
- ◆ Possession of 30 types of patents, domestic and foreign



Providing foreign corporate management and worldwide service

- ◆ Managing the establishment of branches and agencies in various countries to provide smooth service for foreign clients

Entry in the global market makes optimal service possible Official Export Voucher Organizations, KOTRA (Korea Trade-Investment Promotion Agency) & KOSME(Korea SMEs and Startups Agency)



Global Product Verification Service

- ◆ Hidden Tag is used by consumers from more than 180 countries and has maintained its position as #1 for product verification service and cumulative downloads
- ◆ Supports Korean, Chinese, English, Japanese, Vietnamese, Indonesian, & Russian



Drawing ways to collaborate with client companies through active global expansion

- ◆ Through consumer reports, Hidden Tag can partner you with a public institution in China and carry out an effective counterfeit regulation service
- ◆ Protecting corporations that couldn't secure trademark rights in China and providing the base to safely increase sales of client companies



Acquiring ICP for online Chinese business

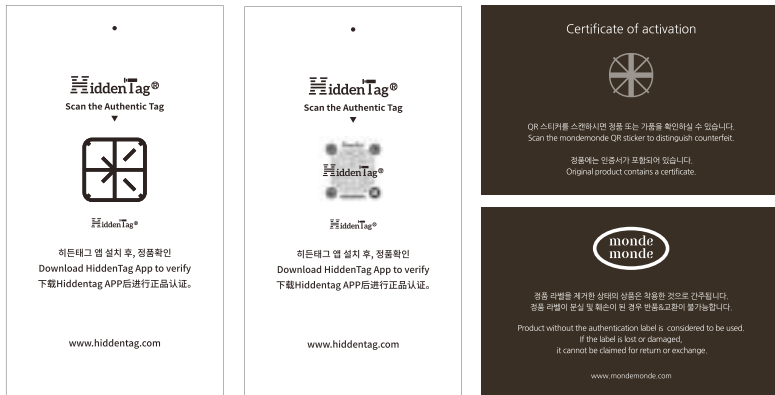
- ◆ Acquired ICP verification for operation of online Chinese services and launched a mobile messaging application, a mini app WeChat, which is approaching 1,000,000,000 users

Process to implement a simple service

From meeting to issuance of tax invoice, we can assist you in a timely fashion



Hangtag/Warranty Card with label/direct printing



Material

- Snow Paper 200 / 300g
- Royal Paper
- Oatmeal Bianco
- Verona

It is possible to produce with a recyclable such as Ecopaper/Acopack.

Care Label



Material

- Silver Paper
- White Paper
- Nylon Cross
- Taffeta

It is possible to produce as an attachment

Label Material



Aurora

This material is made by inputting aluminum into a hologram film and adding on a sticker label.



Holohram

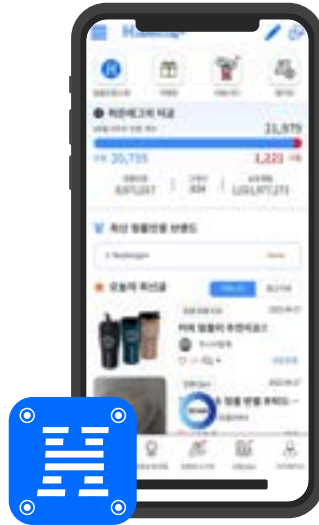
This material is made by adding high quality transparent hologram film on sticker label.



VOID

Called VOID, when the label is removed, a VOID mark appears and the removed lettering appears on the sticker, making it a material that leaves a mark.

Please inquire separately about other materials/specifications/types.



1. HiddenTag detection app for users

- Providing user convenience that makes security verification possible for anyone with a smartphone
- Providing 7 language services for global users

2. Main functions

- Label scan function
- Providing each client company's product information
- Counterfeit report function
- Collection of users' usage pattern



1. Generating Label Image Data

- Linkage of client company info & product data
- Generating a unique INDEX for each label

2. Verifying Label Data

- Distinguishing genuine/counterfeits and responding to other app services
- Detecting the label's originality

3. Various Statistics and Admin Function

- Analysis of Label Data Generation and Collection of Detection Data
- B2B/B2C Data Accumulation and Processes
- Possible to provide Monitoring Report

Hidden Tag's Distribution Management

With the number given to each product, it is possible to grasp the distribution flow from manufacturing to consumer purchase at a glance



※Please inquire separately for specifics.

Storage/Delivery Scan Method

Product Storage/Delivery using a smartphone

Vendor Company

Possible to track between company and individual item

Retail Store

Possible to grasp item/ Distribution route/ IQR unique info

Consumer

Possible to grasp distribution flow through consumer's scanned activity

Features

Issuing a unique number to individual items and tracking
It is possible to grasp the distribution route at a glance

Hidden Tag's Brand Control

Using Hidden Tag's data collected in real-time, it is possible to monitor when, where, and how many times your product has been scanned.

Example image



※Please inquire separately for specifics

Make - up

Observation of the current status in real-time

Comparison of trend by time period

Grasping rank of country

Confirming current status of non-distributing countries

Grasping Rank of Consumer share, Detection device

Generating Comprehensive Report Data

Promotion Service

Consumers participate in events by scanning the label attached to products and companies perform an immediate judgement analysis of the current status of ongoing events, embodying an integrative service that can give feedback to consumers.

Promotion Admin System

- Possible to confirm scanned info in real-time
- Confirm promotion winners
- Sending PUSH notifications and list management
- Confirming Consumers info(Age, preference survey)
- Individual Label Management by Product

※ Please inquire separately for specifics



[Inserting APP banner]

[Point Promotion]

02

References

HIDDENTAG has been selected as a formal verification mark of the public institution association and boasts its #1 credibility in the business world.

Approximately 1000 companies have held hands with Hidden Tag.

HIDDENTAG

Reference



APPAREL

MLB



24XX-HIDDEN TAG-EX-00-0000001



WHO.A.U Californian Dream



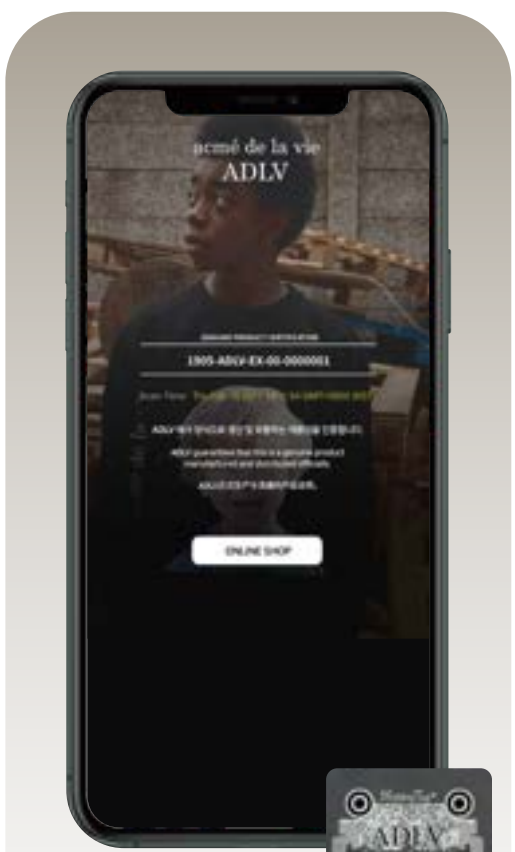
KODAK Apparel



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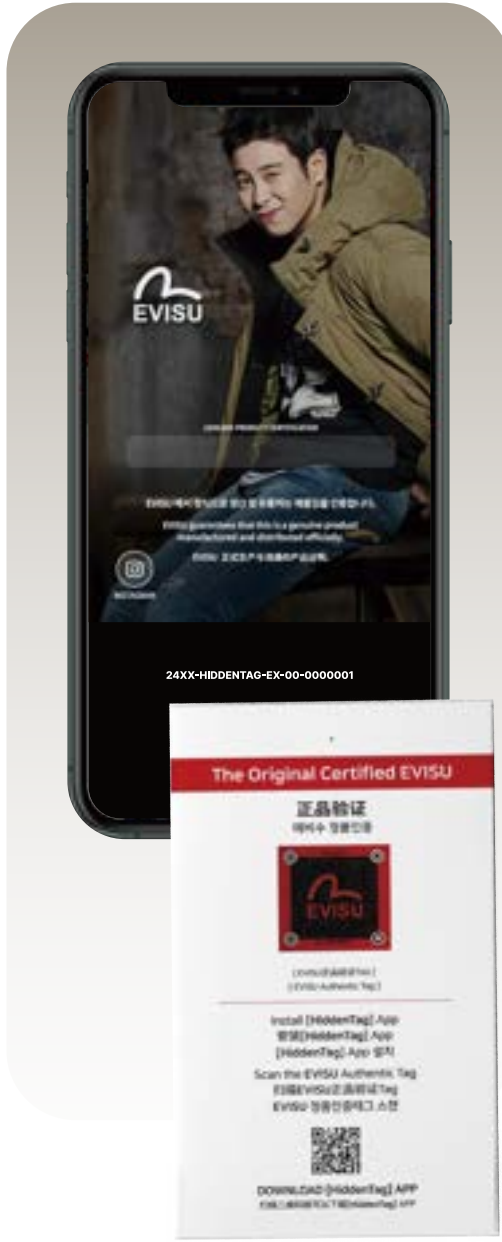
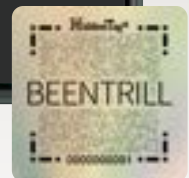


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References

BEENTRILL



Code:graphy[®]

INSPIRED FROM UTILITY FUNCTION

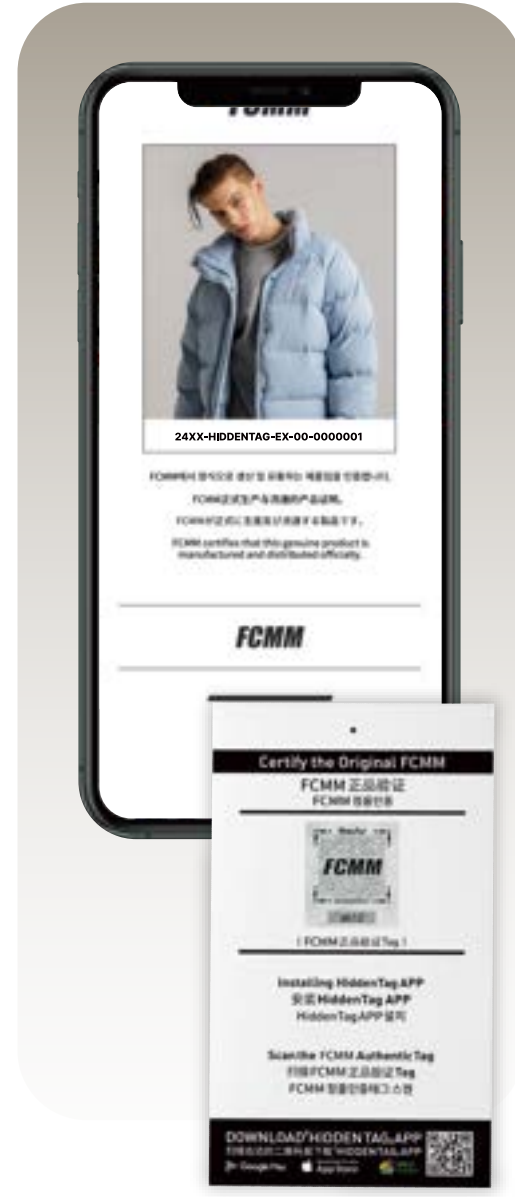


References

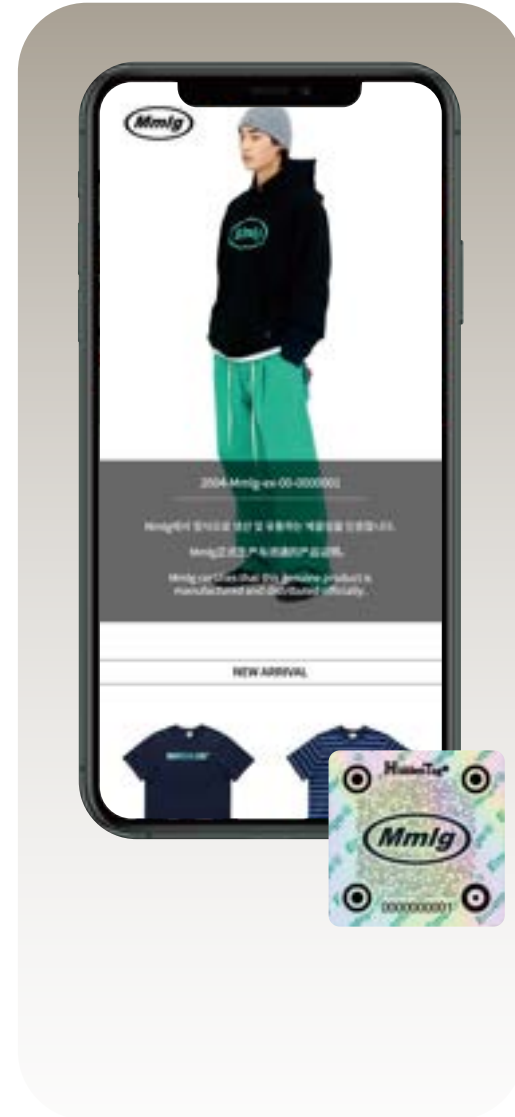
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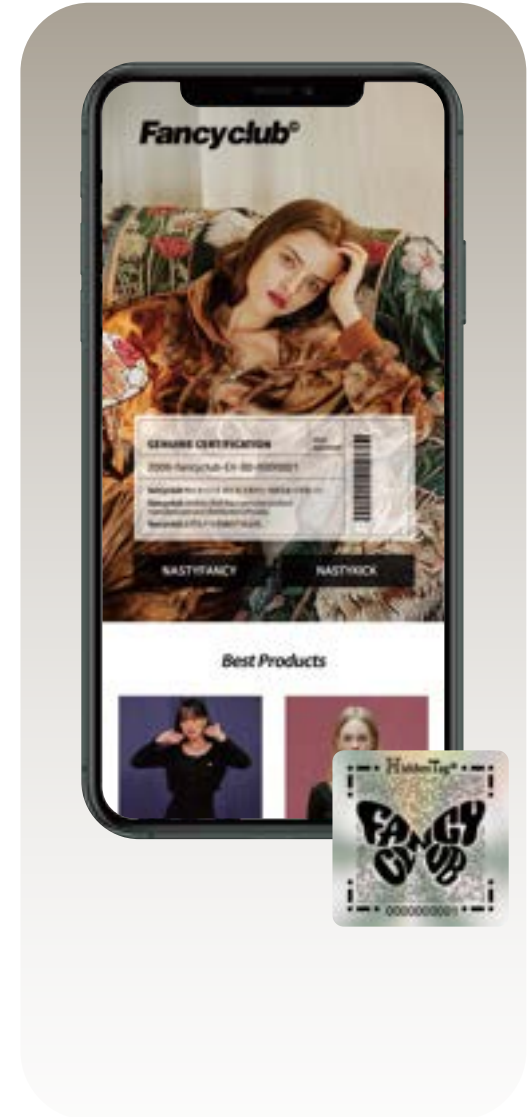
FCMM



Mmlg



Fancyclub®



References

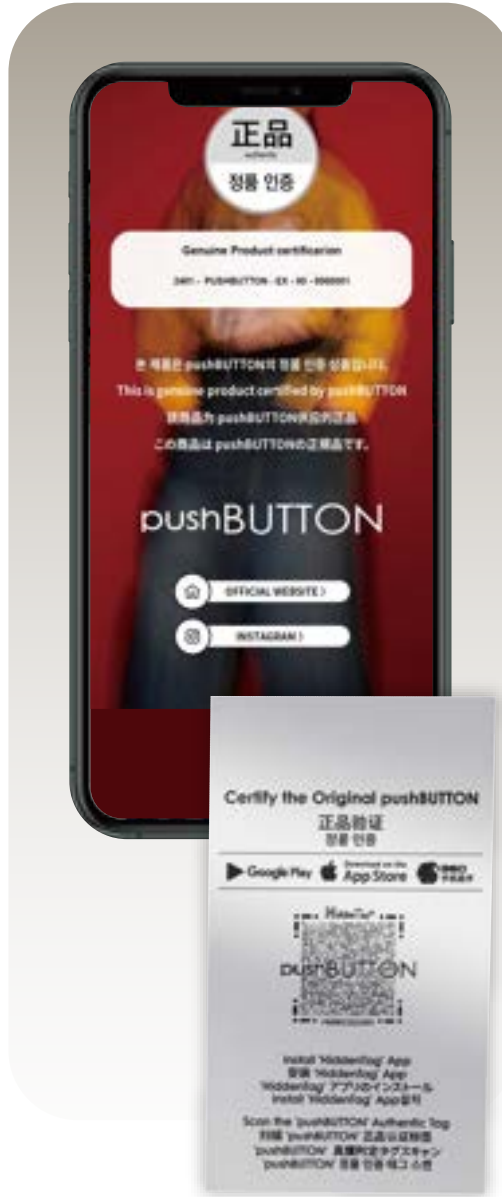
MARKM



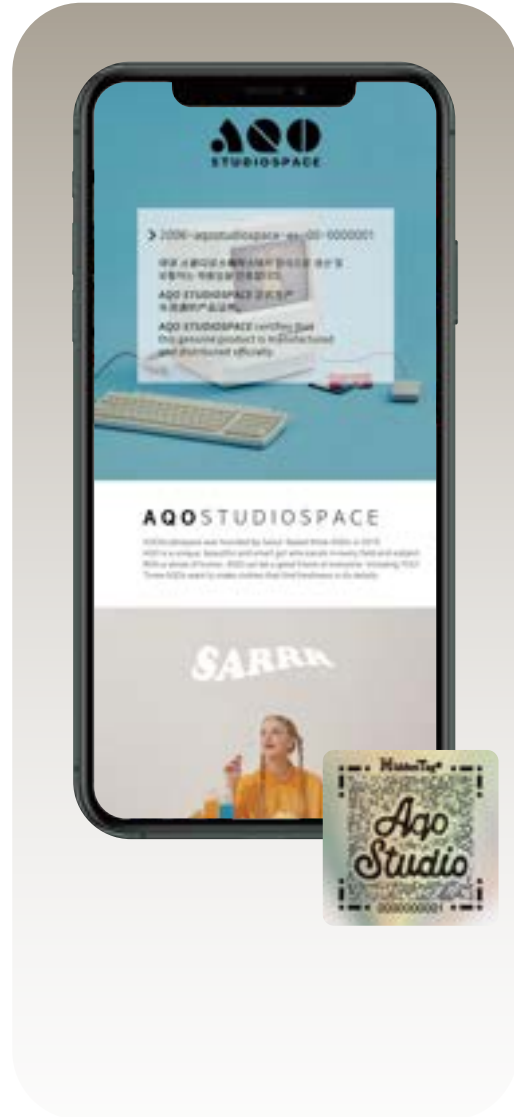
OIOICOLLECTION



pushBUTTON



AQO STUDIOSPACE

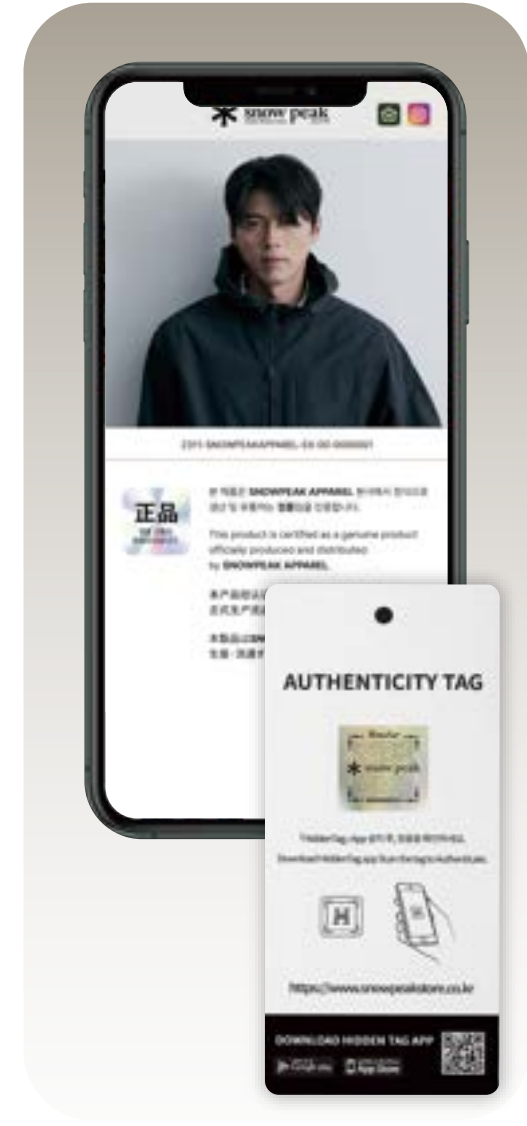
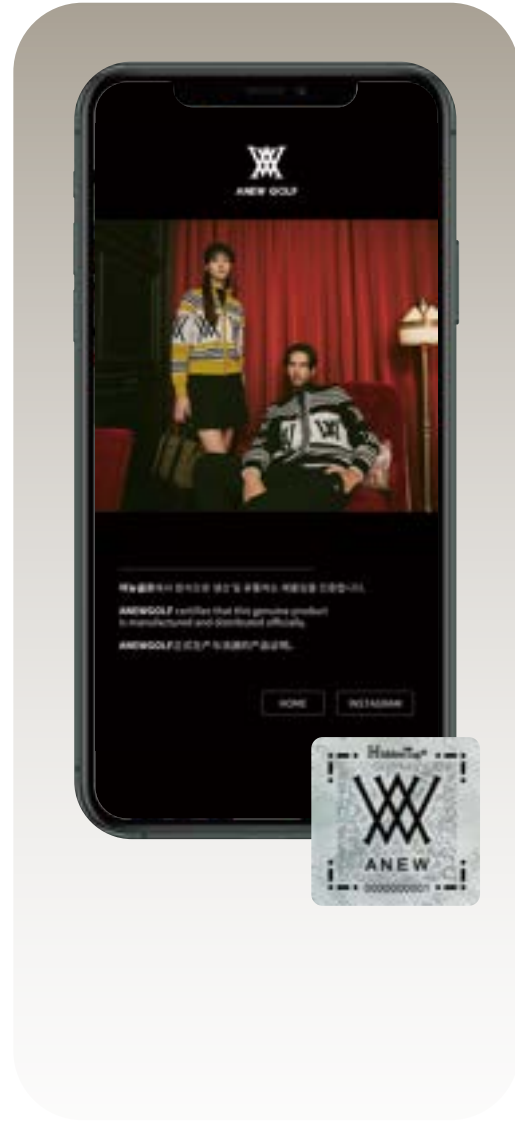


References

e.um.ki.im



RMTCRW



References



Y. N. H.



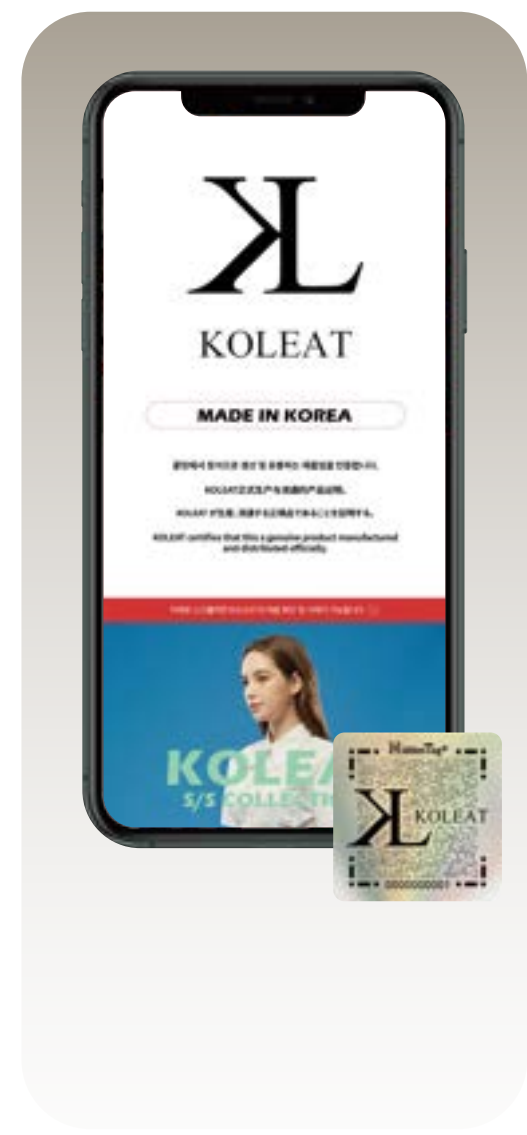
INSILENCE



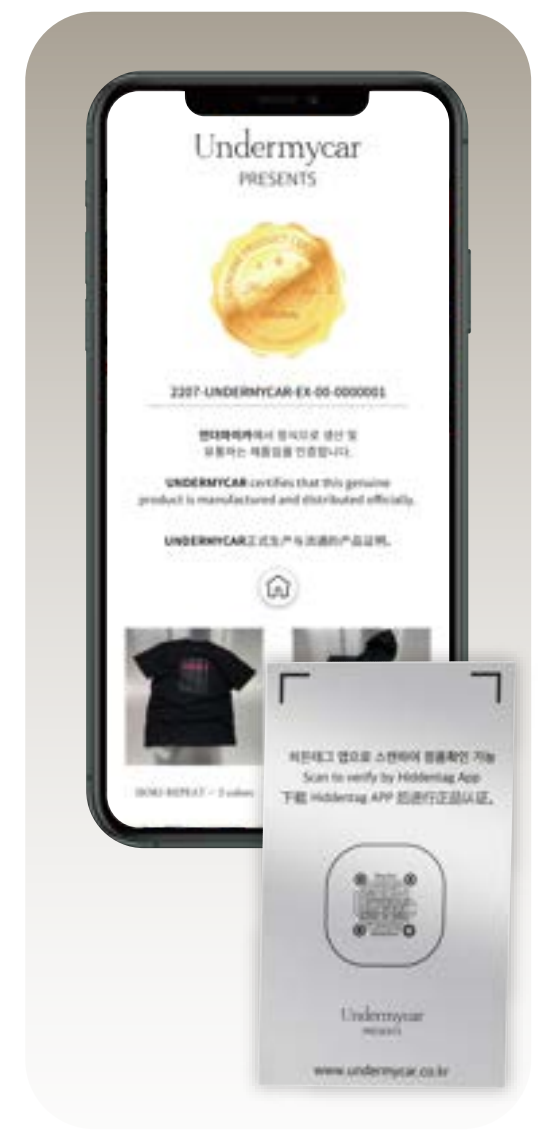
KIIMUIR



KOLEAT



Undermycar



References

PIECE OF MOODS



NOIRNINE

emis





Bags

STAND OIL



FINDKAPOOR



NEIKIDNIS®



OSOI



References

depound



MARHEN.J



ALICE MARTHA



JEDREFEB5

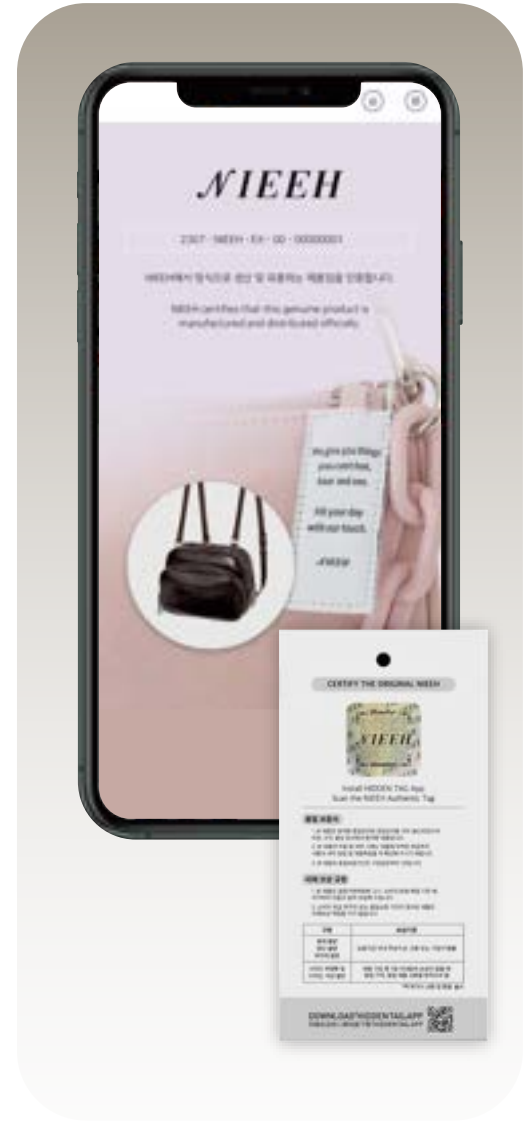


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LENEE.B



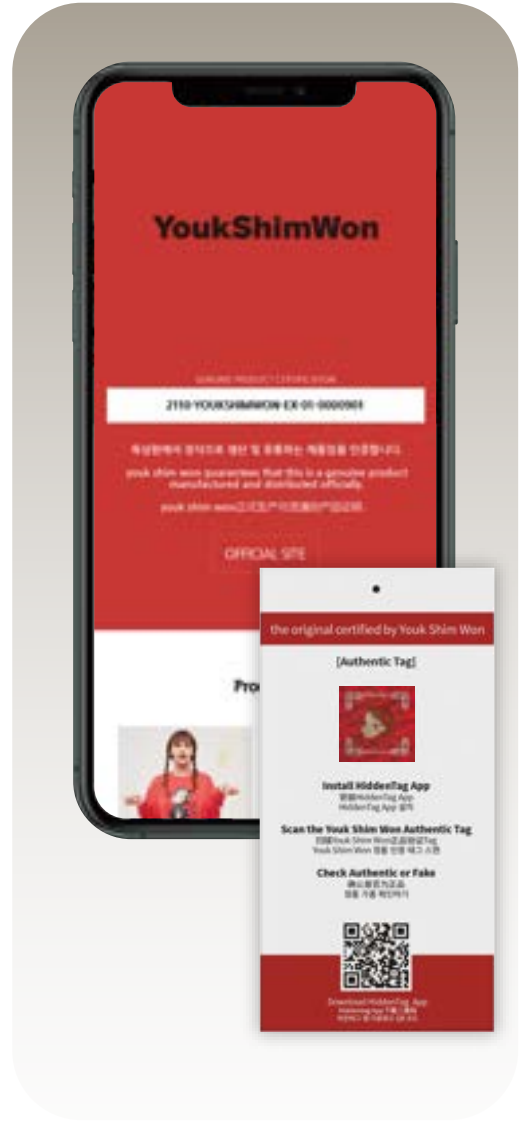
NIEEH



monde monde



YoukShimWon





CHRISTINE PROJECT

gu_de

BLACKBRIAR™

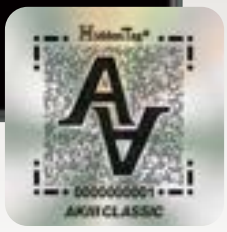


References



Shoes

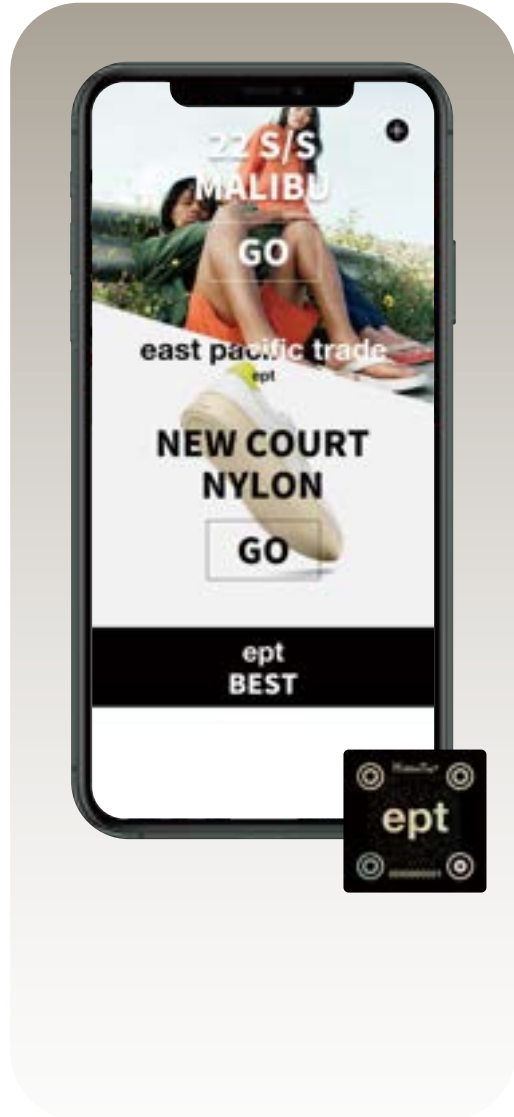
AKIII CLASSIC



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SUICOPE

inviting atmosphere wear comfortable products



References

Blundstone



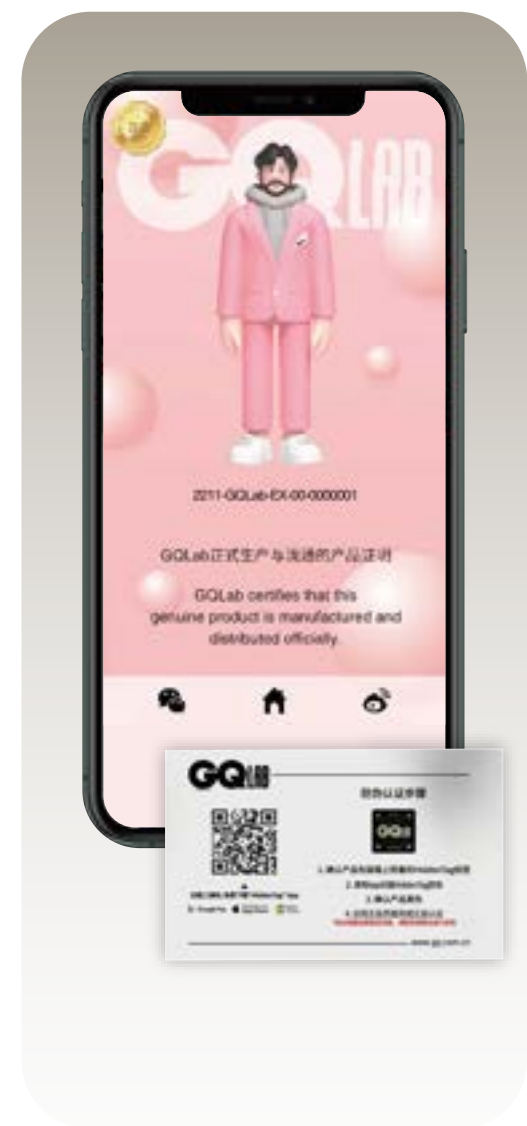


Others

ZAUO



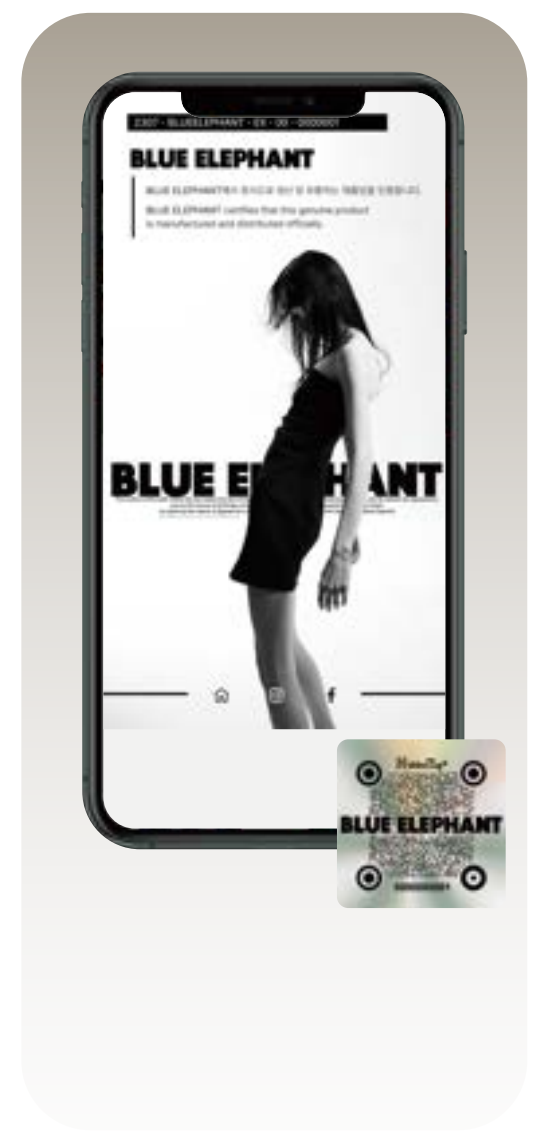
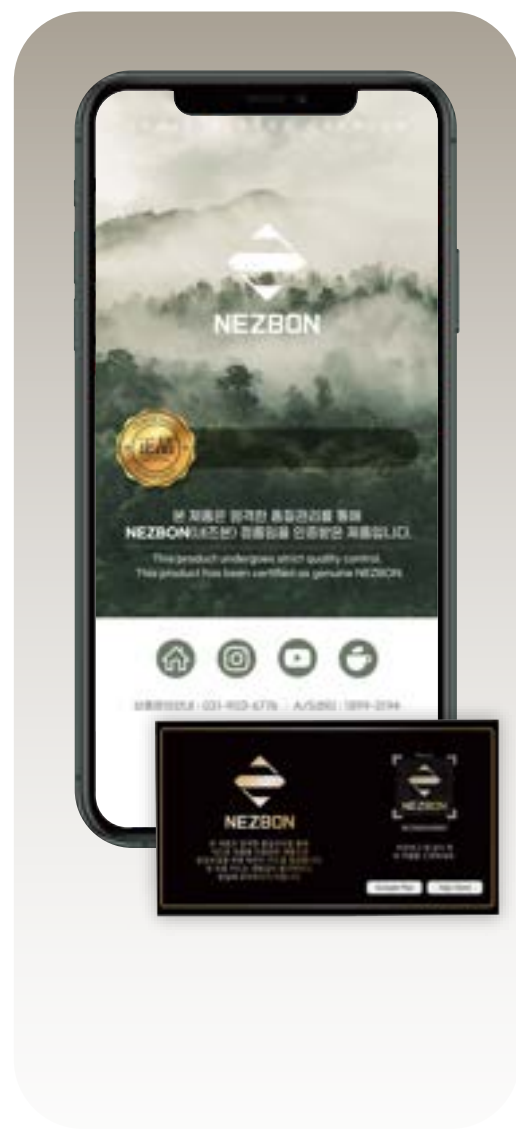
GQLAB



References



BLUE ELEPHANT



VAR ZAR®



PROJEKT PRODUKT





CONTENTS KEEPER & BEYOND

#409-412, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, S. Korea
(#409-412, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, S. Korea)

-  4 min walking distance from exit 4 of Ttukseom Station
-  6 min walking distance from exit 1 of Seongsu Station



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