

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

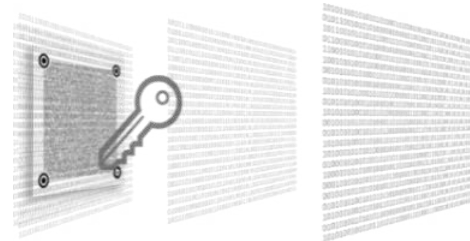
- Distribution Service
- Brand Control
- Promotion Service

References

- Apparel
- Bags
- Shoes
- Others



Base Material



Data Code



Main Image



Protect Cover

The images may look the same, but different info

HIDENTAG's Original Technology: Watermark

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



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

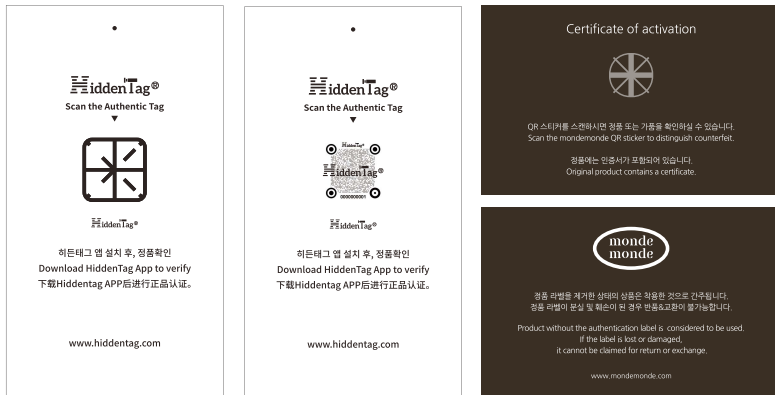
- ◆ Acquired ICP verification for operation of online Chinese services and launched a mobile messaging application, a mini app WeChat, which is approaching 1,000,000,000 users

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

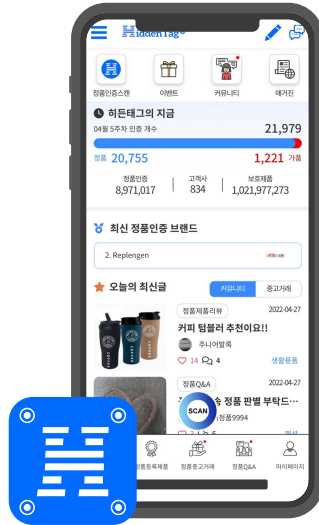
This material is made by adding high quality transparent hologram film on sticker label.



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

Service Makeup HIDENTAG Server

HiddenTag®



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



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

Service Outline

*Please inquire separately for specifics

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.

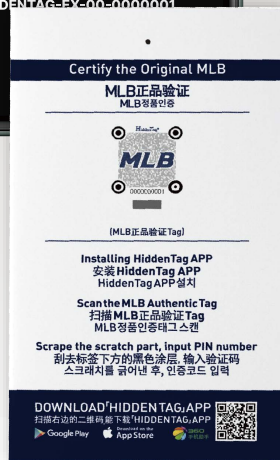
HIDDENTAG

Reference



APPAREL

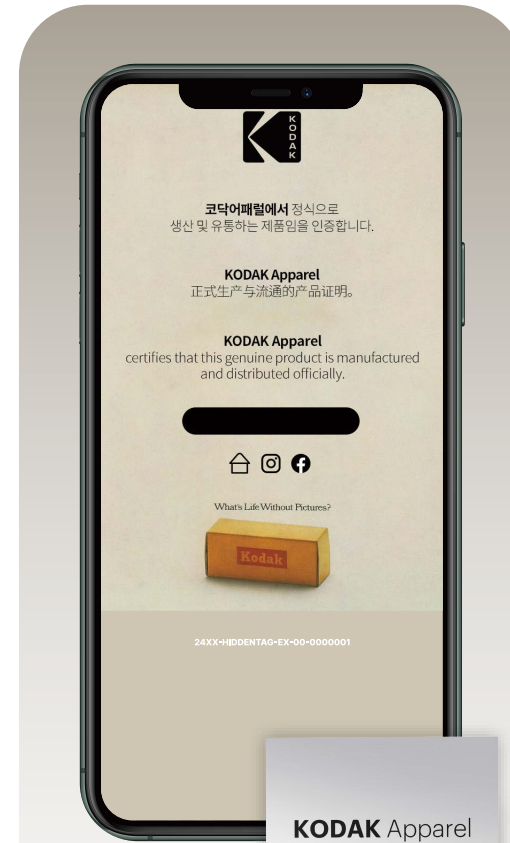
MLB



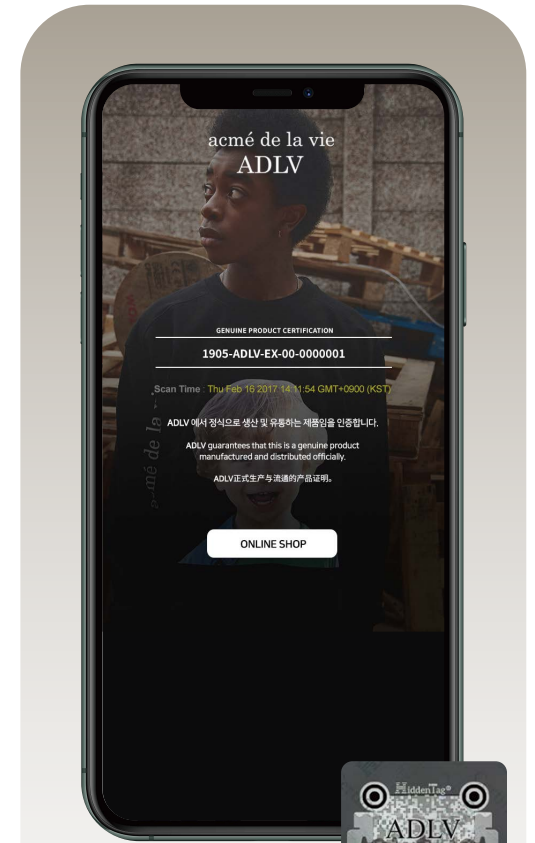
WHO.A.U Californian Dream



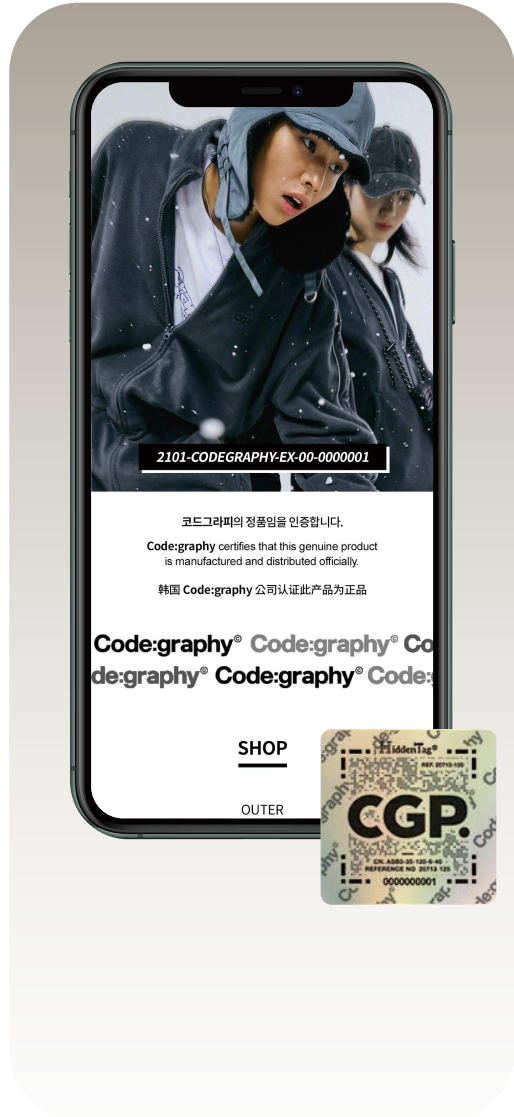
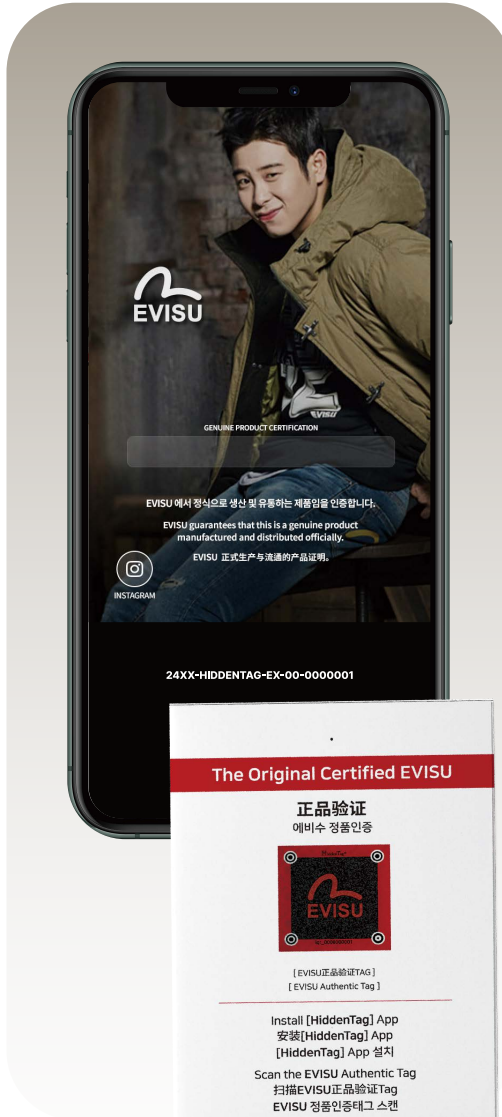
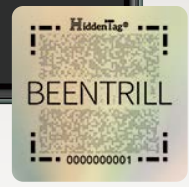
KODAK Apparel



acmé de la vie ADLV



BEENTRILL



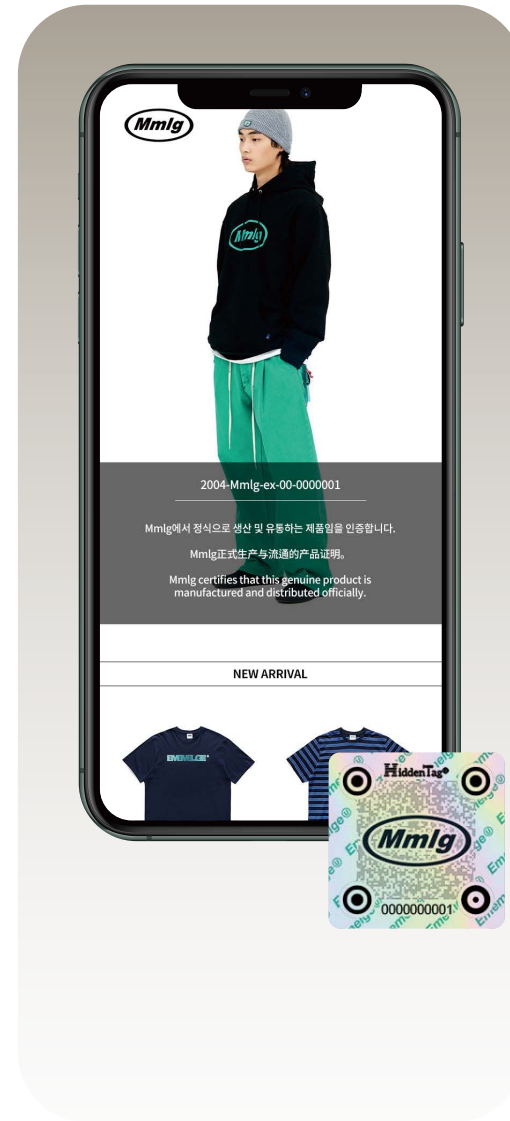
Mardi Mercredi



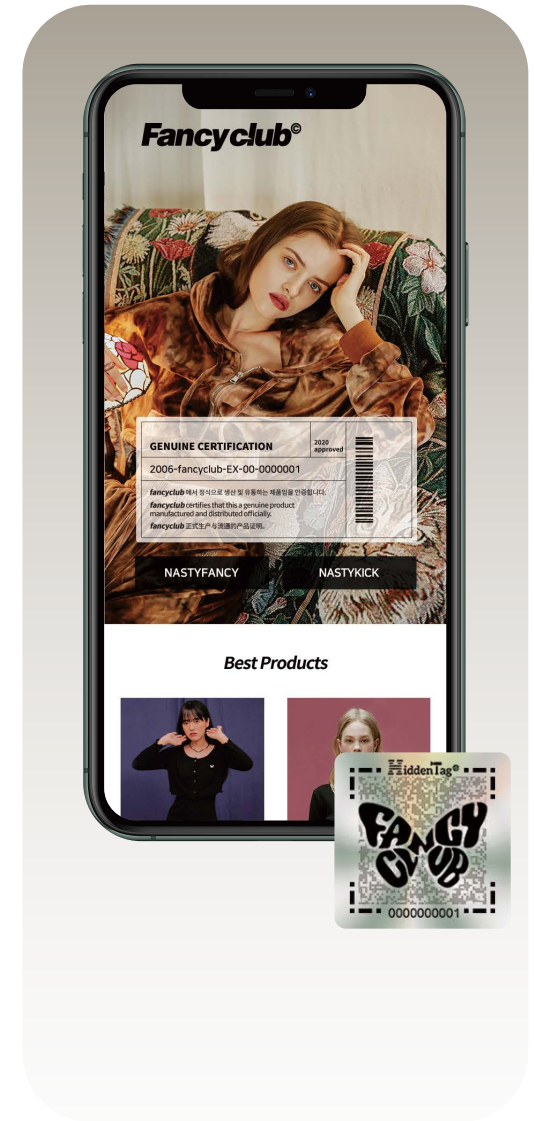
FCMM



Mmlg



Fancyclub



MARKM

MARKM

24XX-HIDENTAG-EX-00-000001

HOME

MARKM 에서 정식으로 생산 및 유통하는 제품임을 인증합니다.

MARKM certifies that this genuine product is manufactured and distributed officially.

MARKM 正式生产

CERTIFY THE ORIGINAL MARKM

MARKM 正品验证 MARKM 정품인증

STEP 1.

INSTALLING HIDDEN TAG APP
安装 HIDDEN TAG APP
HIDDEN TAG APP 설치

STEP 2.

SCAN THE MARKM AUTHENTIC TAG
扫描 MARKM 正品验证 TAG
MARKM 정품인증 태그 스캔

DOWNLOAD HIDDEN TAG APP
扫描二维码下载, 请下载 HIDDEN TAG APP

OIOICOLLECTION

20005-oioi-ex-123414556

본 제품은 OIOICOLLECTION에서 정식으로 생산 및 유통하는 제품임을 인증합니다.

GLOBAL CHINA JAPAN

OIOICOLLECTION

HiddenTag®

OIOI®

0000000001

pushBUTTON

正品 authentic 정품 인증

Genuine Product certification

2401 - PUSHBUTTON - EX - 00 - 0000001

본 제품은 pushBUTTON의 정품 인증 상품입니다.

This is genuine product certified by pushBUTTON

該商品为 pushBUTTON供应的正品

この商品は pushBUTTONの正規品です。

pushBUTTON

OFFICIAL WEBSITE >

INSTAGRAM >

Certify the Original pushBUTTON

正品验证 정품 인증

Download on the Google Play App Store 360 手机助手

pushBUTTON

Install 'HiddenTag' App
安装 'HiddenTag' App
'HiddenTag'アプリのインストール
Install 'HiddenTag' App 설치

Scan the 'pushBUTTON' Authentic Tag
扫描 'pushBUTTON' 正品认证标签
'pushBUTTON' 真贋判定タグスキャン
'pushBUTTON' 정품 인증 태그 스캔

AQO STUDIO SPACE

AQO STUDIO SPACE

> 2006-aqostudiospace-ex-00-0000001

이코 스튜디오스페이스에서 정식으로 생산 및 유통하는 제품임을 인증합니다.

AQO STUDIO SPACE 正式生产 与美通的产品证明。

AQO STUDIO SPACE certifies that this genuine product is manufactured and distributed officially.

AQOstudiospace was founded by Seoul-based three AQOs in 2019. AQO is a unique, beautiful and smart girl who exists in every field and subject. With a sense of humor, AQO can be a good friend of everyone, including YOU! Three AQOs want to make clothes that find freshness in its details.

AQO STUDIO SPACE

SARRR

HiddenTag®

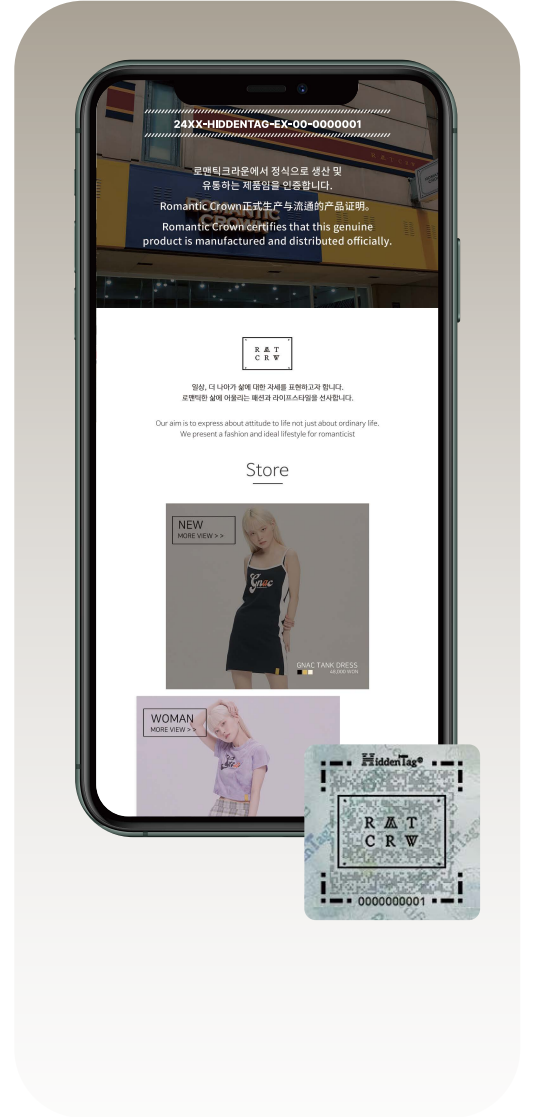
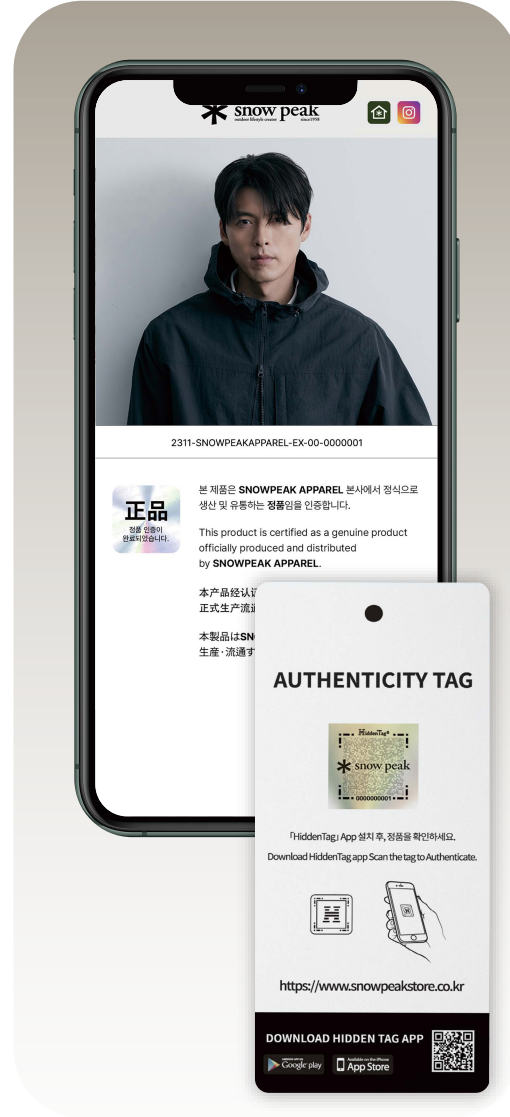
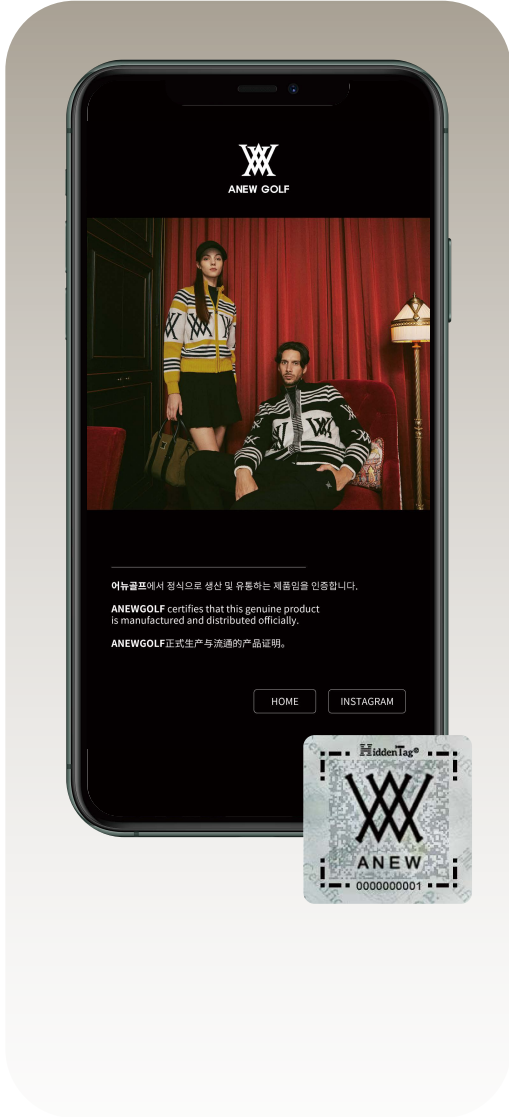
Aqo Studio

0000000001

e.um.ki.im

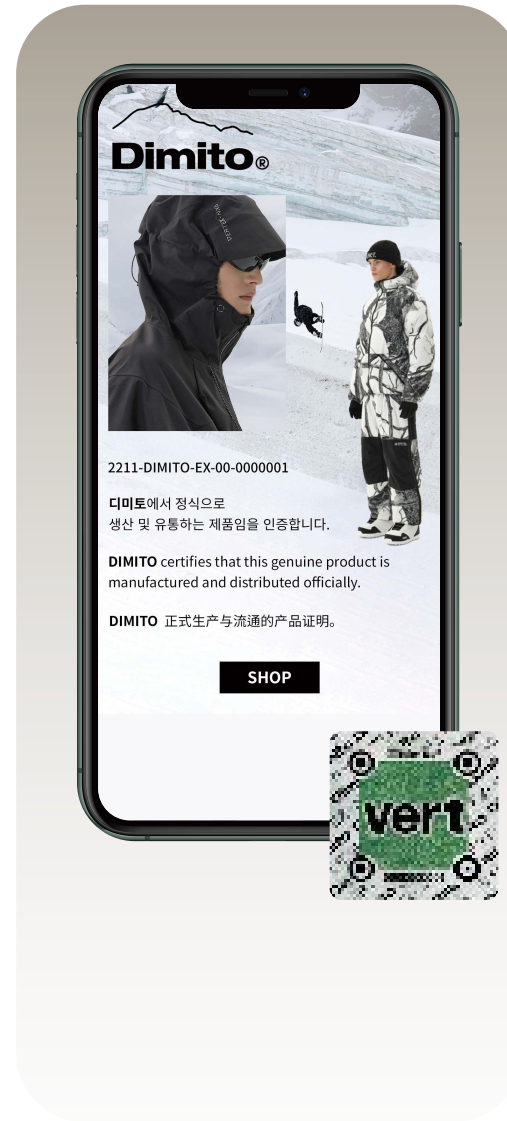


RATCRW





Y. N. H.



References

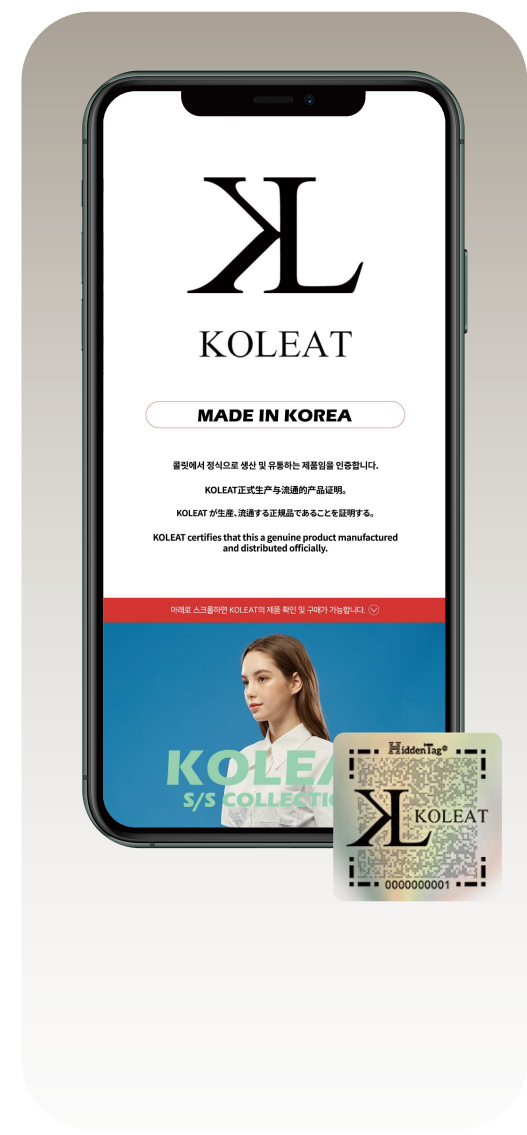
INSILENCE



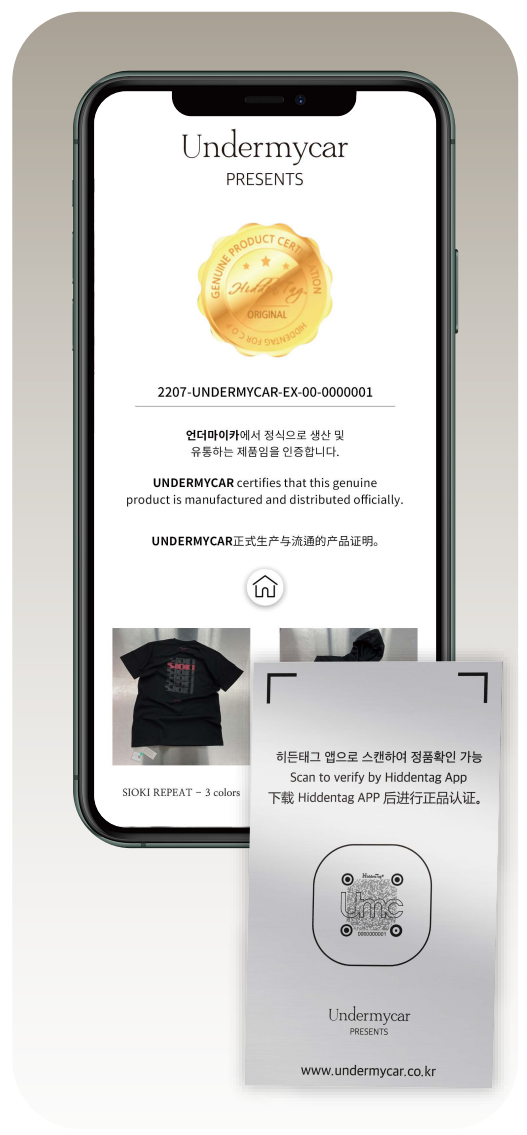
KIIMUIR



KOLEAT



Undermycar



PIECE OF MOODS

PIECE OF MOODS

2203-PIECE_OF_MOODS-EX-00-0000001

피스오브무드에서 정식으로 생산 및 유통하는 제품임을 인증합니다.

PIECE OF MOODS certifies that this genuine product is manufactured and distributed officially.

PIECE OF MOODS 正式生产与流通的产品证明。

Certify the Original PIECE OF MOODS

PIECE OF MOODS 正品验证

PIECE OF MOODS 正品验证Tag

Install HiddenTag APP

安装 HiddenTag APP

HiddenTag APP 설치

Scan the PIECE OF MOODS Authentic Tag

扫描 PIECE OF MOODS 正品验证Tag

PIECE OF MOODS 正品验证Tag 스캔

DOWNLOAD HIDDEN TAG APP

扫描二维码下载 HiddenTag APP

Google Play App Store



PGA

2202-A-01-0000001

본 제품은 PGA of America의 정식 라이선스 제품임을 인증합니다.

This product is an officially licensed product of the PGA of America.

该产品为美国职业高尔夫球协会官方授权产品

0123456789

NOIRNINE

NOIRNINE

2112-NOIRNINE-EX-00-0000001

누아르나인에서 정식으로 생산

NOIRNINE certifies the manufactured and

NOIRNINE 正式生产

NOIRNINE

SCAN HiddenTag WITH YOUR MOBILE DEVICE

히든태그 앱 설치 후, 정품을 확인하세요

Download HiddenTag App to verify

下载HiddenTag APP或微信小程序确认产品真伪

www.noirnine.co.kr



emis

2303-EMIS-EX-00-0000001

본 제품은 이미스에서 정식으로 생산 및 유통하는 제품임을 인증합니다.

EMIS certifies that this a genuine product manufactured and distributed officially.

Copyright © EMIS Inc. All rights reserved.

아래로 스크롤하면 emis의 제품 확인 및 구매가 가능합니다.

emis Every Moment Is Special

CERTIFY THE ORIGINAL EMIS

Install HIDDEN TAG App

HIDDEN TAG App 설치

Scan the EMIS Authentic Tag

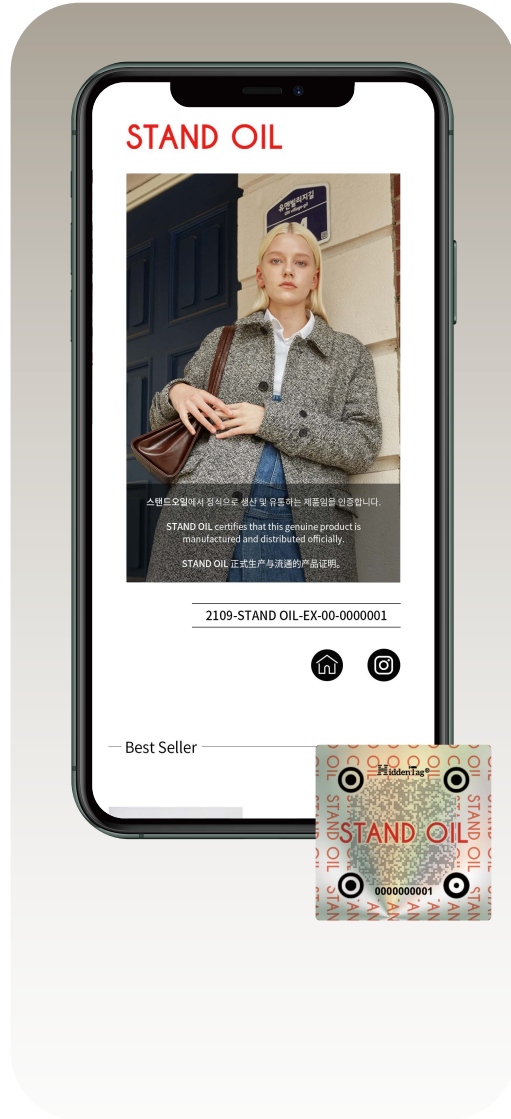
EMIS 정품인증태그 스캔

Download Hidden Tag App



Bags

STAND OIL



FINDKAPOOR



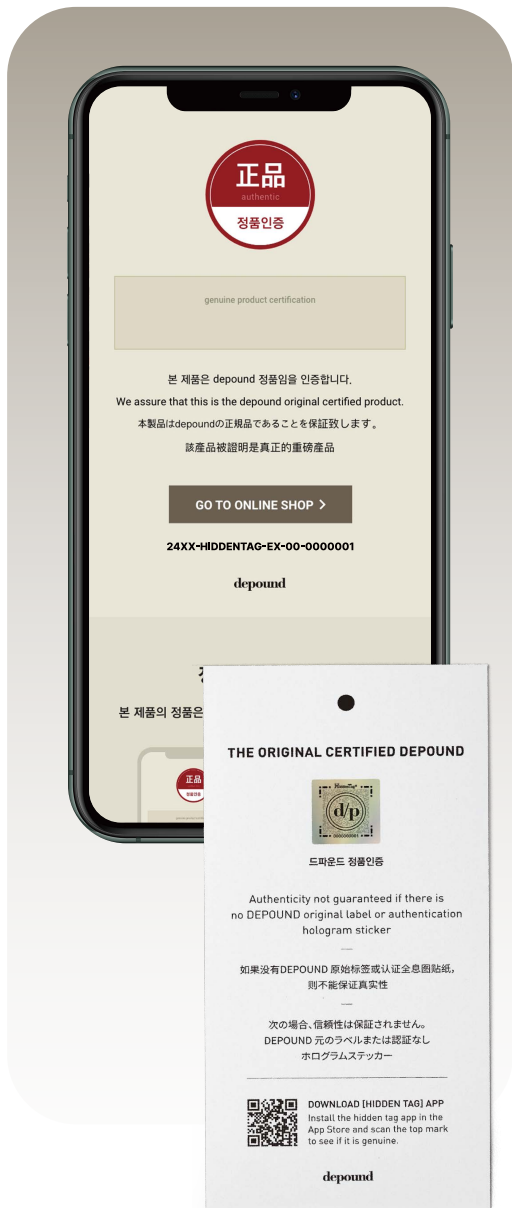
NEIKIDNIS®



OSOI



depound



MARHEN.J



ALICE MARTHA



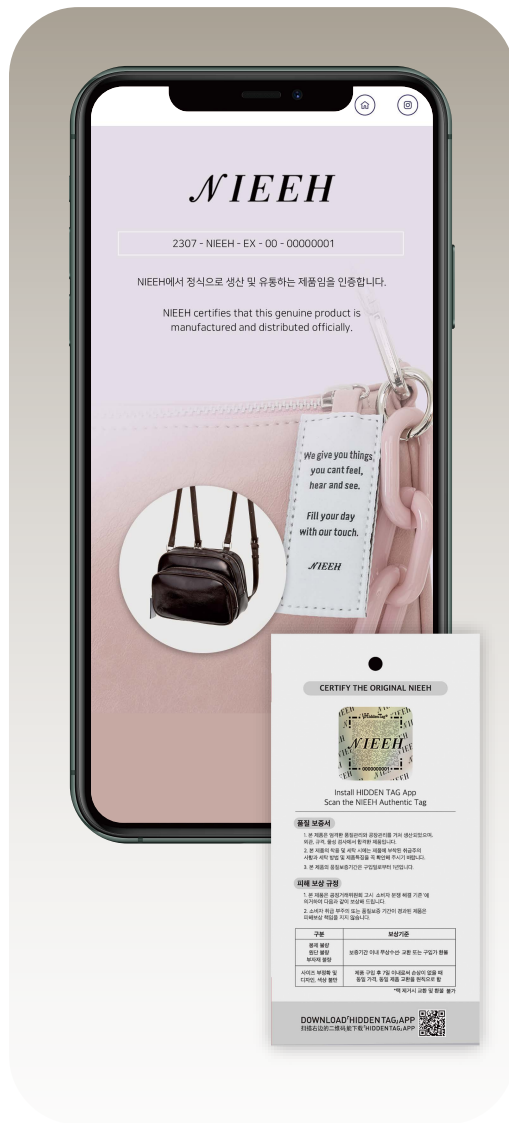
JEDREFEB5



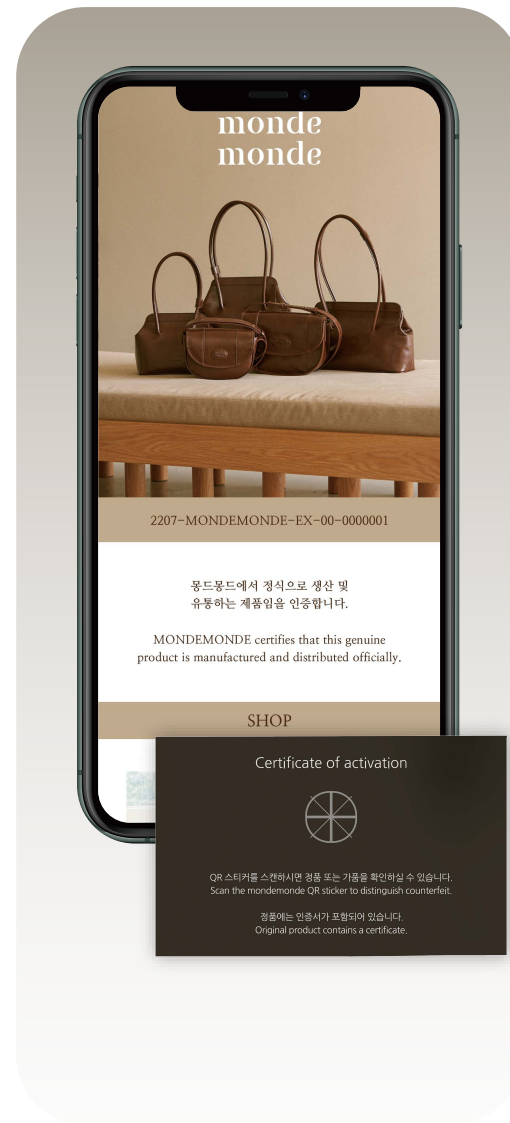
LENEE.B



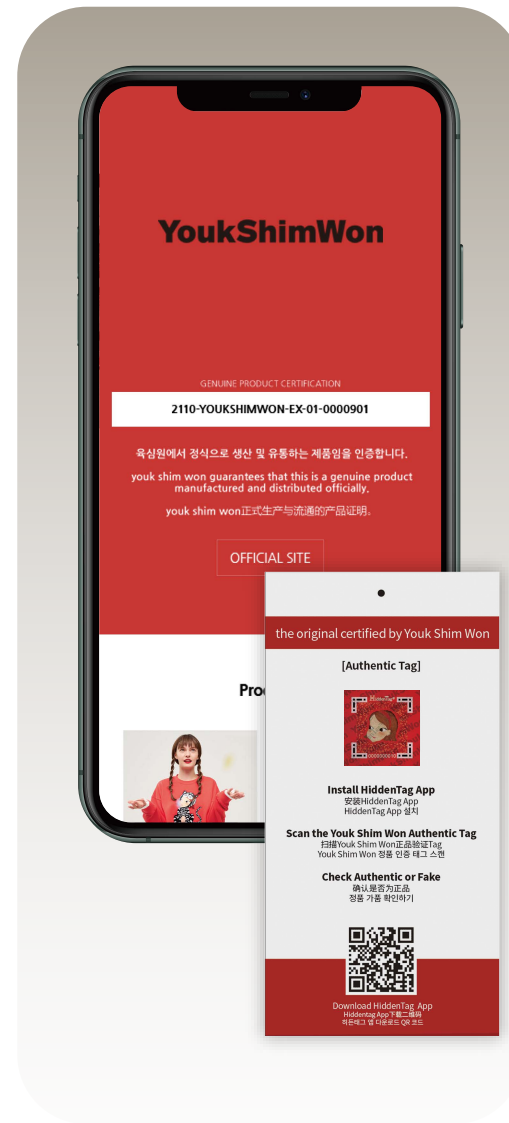
NIEEH



monde monde



YoukShimWon





CHRISTINE PROJECT

gu_de

BLACKBRIAR™

정품 등록이 완료되었습니다.

Rooty
CastorPollux

GENUINE PRODUCT CERTIFICATION

1801-ROOTY-EX-00-0000001

ROOTY 에서 정식으로 생산 및 유통하는 제품임을 인증합니다.
ROOTY guarantees that this is a genuine product manufactured and distributed officially.
ROOTY 正式生产与流通的产品证明。

The Original Certified Rooty

正品验证
부디 정품인증

[None Authentic Tag]

Install [HiddenTag] App
安装 [HiddenTag] App
[HiddenTag] App 설치

Scan the ROOTY Authentic Tag
扫描 ROOTY 正品验证 Tag
ROOTY 정품인증 태그 스캔

Scrape off to enter the digit numbers
刮除涂层, 输入数字
스크래치를 긁어낸 후, 고유번호 입력

DOWNLOAD [HiddenTag] APP
扫描二维码下载 [HiddenTag] APP

Google Play App Store



CHRISTINE PROJECT

GENUINE PRODUCT CERTIFICATION

2107-CHRISTINE-EX-00-0000001

크리스틴프로젝트에서 정식으로 생산 및 유통하는 제품임을 인증합니다.
CHRISTINEPROJECT certifies that this genuine product is manufactured and distributed officially.
CHRISTINEPROJECT 正式生产与流通的产品证明。

gu_de

GENUINE PRODUCT CERTIFICATION

2107-gu-de-ex-00-0000001

gu-de에서 정식으로 생산 및 유통하는 제품임을 인증합니다.
gu-de certifies that this is a genuine product, manufactured and distributed officially.
gu-de 正式生产与流通的产品证明。

f h i



BLACKBRIAR™

BLACKBRIAR certifies that this genuine product is manufactured and distributed officially.
BLACKBRIAR 正式生产与流通的产品证明。

Contain Basic Collection
BlackBriar Snow Basic Edition

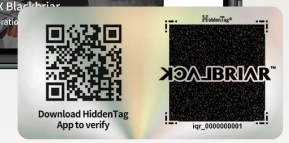
Limited Chrome Collection
Chrome Limited Edition

NEON CAMO Collection
20/21 Neon Camo Edition

ARVIDEO X BlackBriar
19/20 Collaboration

Download HiddenTag App to verify

igf_0000000001



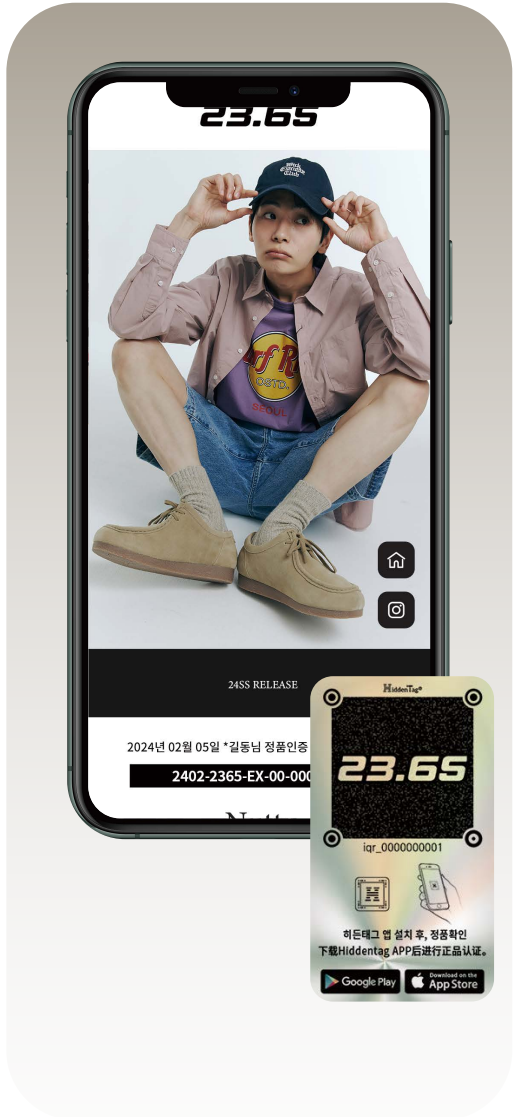


Shoes

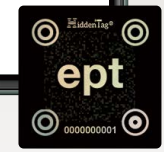
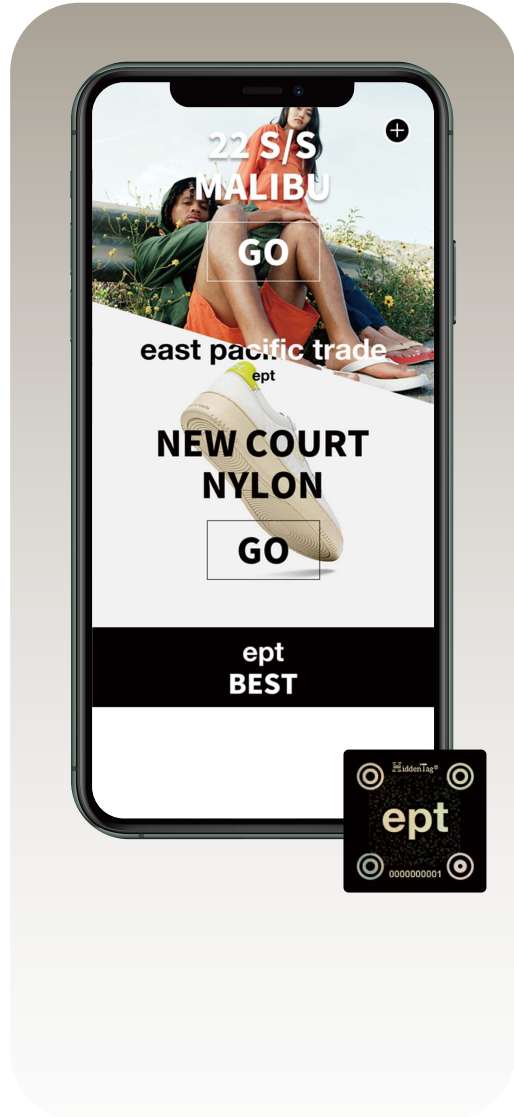
AKIII CLASSIC



23.65



ept



SUICOKE

inviting atmosphere wear comfortable products







Others

ZAUO



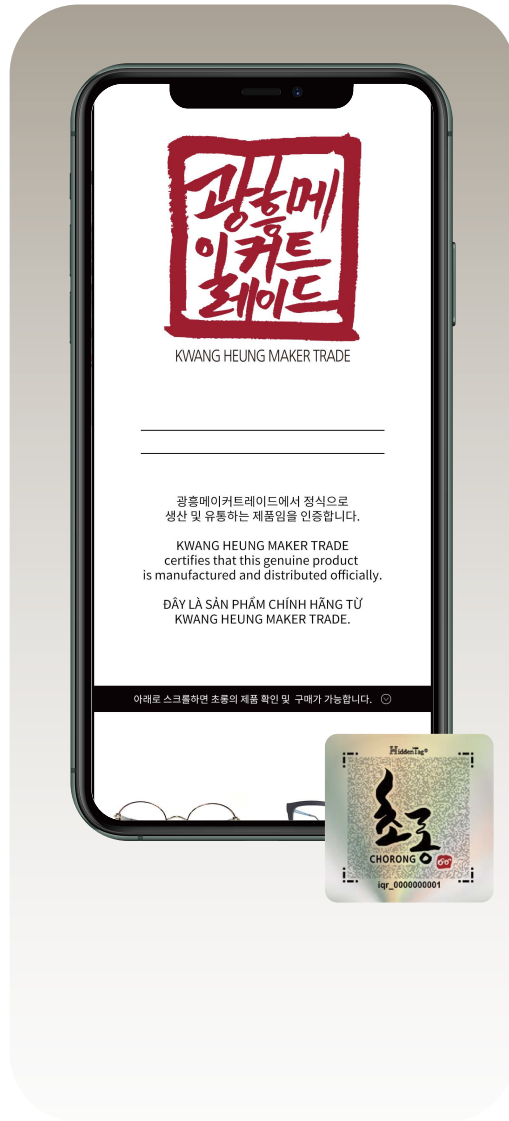
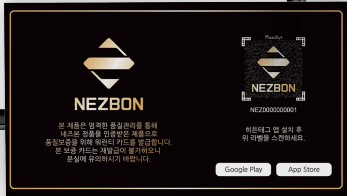
GQLAB



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



CONTACT US



Kakaotalk
히든태그



LINE
@HiddenTag



WeChat
HiddenTagCop

TEL +82 (0)2 - 453 - 8416
 FAX +82 (0)2 - 453 - 8417
 Sales Dept. sales@cknb.co.kr