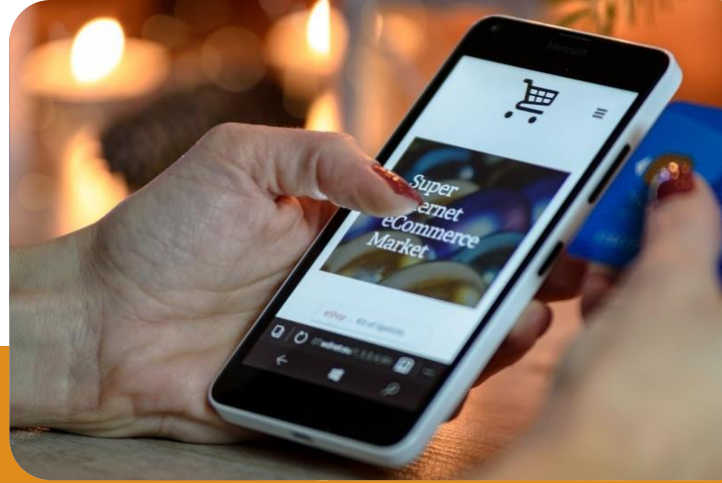# SWIPE'N TRUST

EASY CONNECT, SECURE AUTHENTICATE
APPLICATION FOR GOODS

Protect your brand and connect the unconnected in delivering a unique, secure and dynamic user experience

NFC
Innovate
in NFC

Android
iOS 11 & 12
Windows Phone

Secure
web service access

Enhance
User Experience

Protect goods
against counterfeiting

By equipping unconnected objects with **Swipe'n Trust** NFC Forum Tag Type 4, opportunity to develop unique **goods-to-web interactions** and improve **customer experience** is at a fingertips. By adding AES cryptographic authentication Swipe'n Trust brings traditional NFC Tag to the next level.

With **Swipe'n Trust** NFC tag, companies can build services such as document authenticity verification, customer personalized interaction, brand protection, goods origins verification or service access credentials verification.

This Secure NFC Integrated Circuit dynamically generates a Crypto-ID: a unique authentication message added to URL each time you swipe the tag. Parameters used to calculate the Crypto-ID enables:

- ➢ Smart card **authentication** based on AES-128 Cryptography
- ➢ Message **uniqueness verification** (One-Time URL)
- ➢ Direct **Chip-to-Web** connection

Besides those parameters, Swipe'n Trust offers **3-pass mutual authenticate**. It notably permits to verify proof-of-presence as well as reader authenticity.

MAIN FEATURES

- ➢ 7 bytes Unique Identifier (UID)
- ➢ Crypto-ID
  - o One time (random)
  - o Unforgeable
  - o Based on AES-128 derived key
  - o Dynamically computed
- ➢ Automatic incremental transaction counter
- ➢ Data integrity (MAC)
- ➢ Cloning protection

MAIN ADVANTAGES

- ➢ Web content access **exclusive to** goods or advertisement **location**
- ➢ Create **unique experience for each product**
- ➢ Protect content you provide with goods in **limiting re-usability of URL**
- ➢ Interact with each product differently **using a single web portal**
- ➢ Interact directly with user without a dedicated app
- ➢ Access directly a web service by swiping a NFC enabled smartphone

Qilium
Smartcard
Technology

USE CASES

Brand and product Protection

Reducing fraudulent copy benefits to companies, Governments and consumers. Equipping original product with Swipe'n Trust NFC technology permits to **strike against tawdry fake** (e.g. luxury goods copy) **and dangerous reproduction** (e.g. medication copy with inappropriate composition). Protect every stake holder in just a swipe.

Document authenticity

All documents presented in a legal matter have to be authenticated in order to be admissible. In embedding (paper inlay form factor) or sticking Swipe'n Trust to a **document**, its **genuineness is guaranteed.** Swiping the tag with NFC device gives Government workers, professionals and users a direct access to website confirming cryptogram verification and document uniqueness.

More than document genuineness, with a dedicated phone application, **integrator can offer additional Services with Swipe'n Trust**.

A complementary information identifying signatory person can be written in the tag. This information will be added to the Crypto-ID allowing to communicate the name of the person having written the document at each swipe.

Store-to-Web & Consumer interaction

NFC technology allows companies to engage with customer in a **digital experience** during the pre-sales phase where testing functionalities, reassuring customer on quality or demonstrating technical advantages is central to confirm willingness to purchase. With Swipe'n Trust, brands can now give access to movie trailers, music samples, storytelling or complementary products information directly in-store. Qilium NFC tag permits to **generate personalised marketing content** and to profit from **customer direct interaction** with a cost effective and small footprint tag.

Thanks to one-time Crypto-ID feature, companies has also the opportunity to **reduce URL access to product environment**. To benefit of the content, consumer will have to swipe the tag each time access is needed. Exclusive content will **only be accessible when customer is near the product**. It allows companies to limit product or service test to specific product lifetime: in-store in pre-sales and at home post-sales.

Advertisement

With Swipe'n Trust, you **address the customer at the right place, on the right time with the right content**.

FUNCTIONAL DIAGRAM

Read **Swipe'nTrust** with NFC-phone

CRYPTO-ID is send to server

Data Base

IF NOT VERIFIED

CRYPTO-ID VERIFIED

Use Crypto-ID parameters to
Give access to member area
Send personalized content
Confirm tag authenticity
Prevent URL reuse
...

Qilium
Smartcard Technology