

# ICS

Instant Checking System

Advanced Information Technology in a New Era





Instant Checking System

## Intelligent Authentication and Product Tracking Management System

Are you concerned about your products being counterfeited?  
Would you like the security of knowing that your customers are receiving  
your authentic product?

Introducing a new solution that protects your brand name, products,  
and your valued customers! A technology that will secure  
the trust and relationship between you and your loyal customers.  
Instant Checking System(ICS)!

## DIGITAL WATERMARK TECHNOLOGY

Our patented digital watermark technology is used to insert proprietary information into various medium such as package, photos, and videos. The proprietary information is recognized via our encryption security system and provides information on the products authenticity and stored data.





ICS

## Authentication

Focus on the product label  
and scan it at right angles.

Products' authenticity and information is available at your fingertip through the use of a smartphone.

ICS technology cannot be copied and can be applied directly or indirectly to products (i.e. product packaging, t-shirt, documents, leather goods). Invisible to the naked eye, products' authenticity and details are revealed by scanning the ICS applied products via a smartphone.



# GPS

## Real-Time Tracking System

Enterprises and Consumers alike can track and trace the ICS applied products from its origin to end-user.

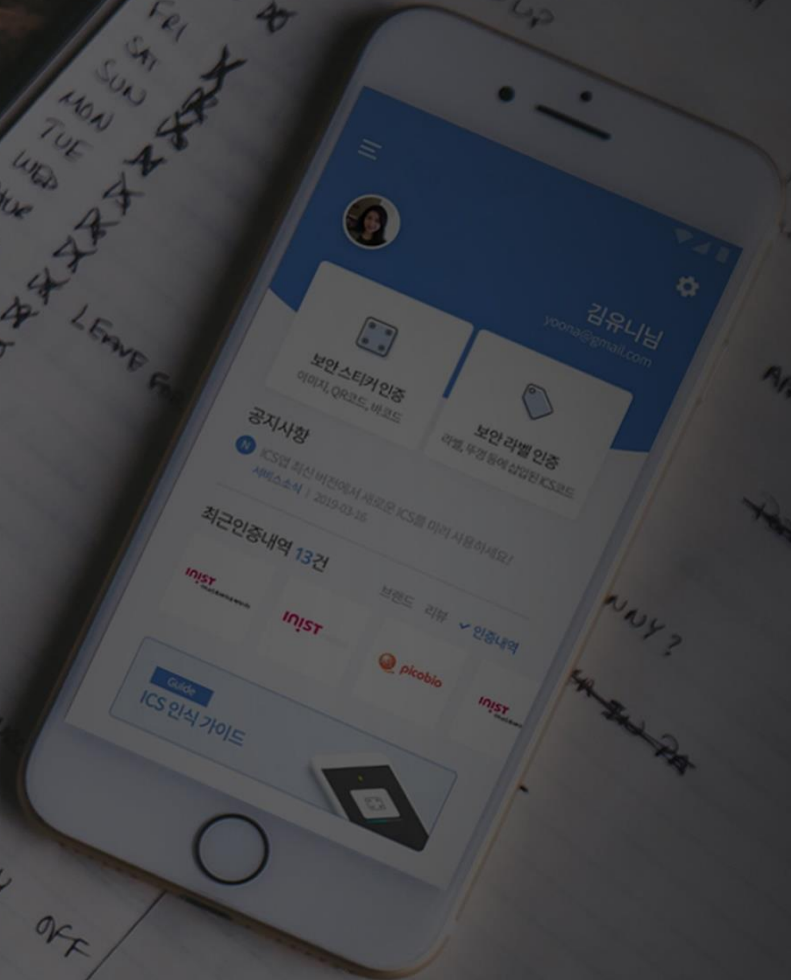
It assists in preventing and identifying illegal and unwanted distribution channels.



## Individual Product Management

ICS makes it possible to manage products at a unit level through Individual serialization.

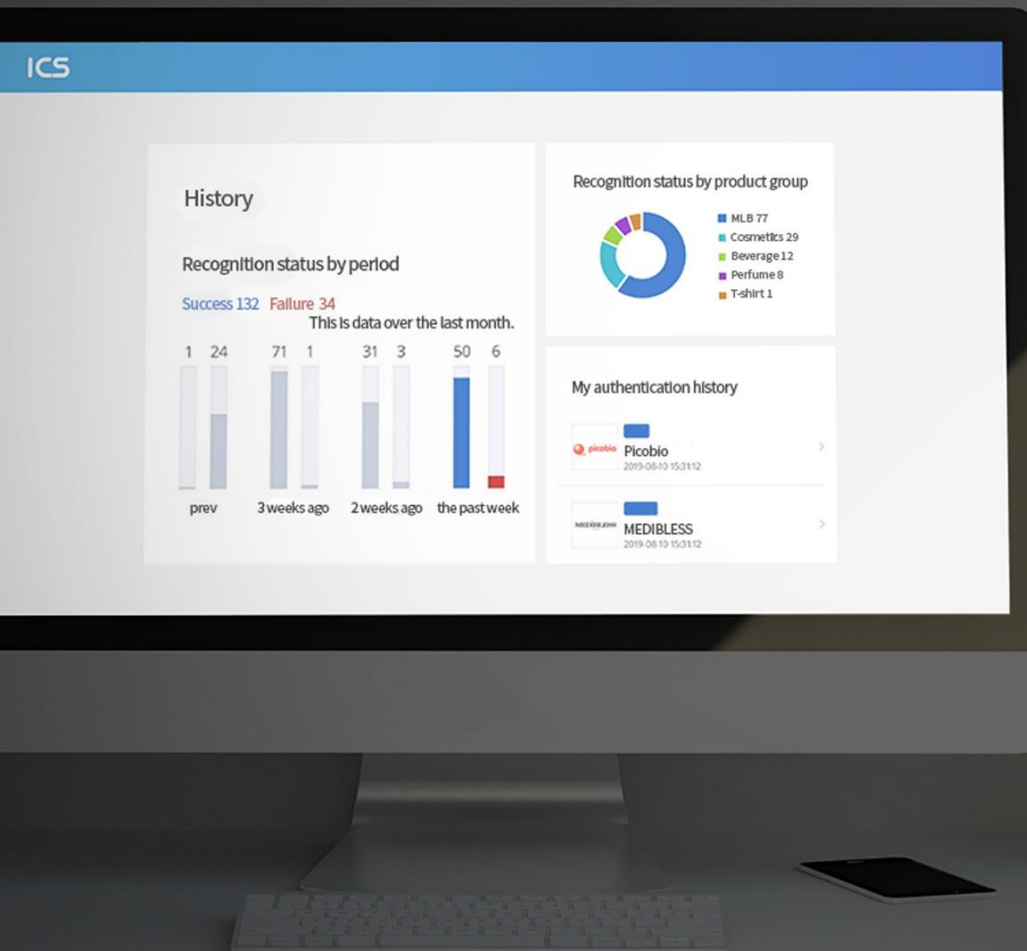
Individual products are assigned a unique ID, which allows for both enterprise and consumer to be confident that the products is authentic and genuine.



## Smart CRM Service

ICS' Smart CRM Service provides efficient product management and data analytics.

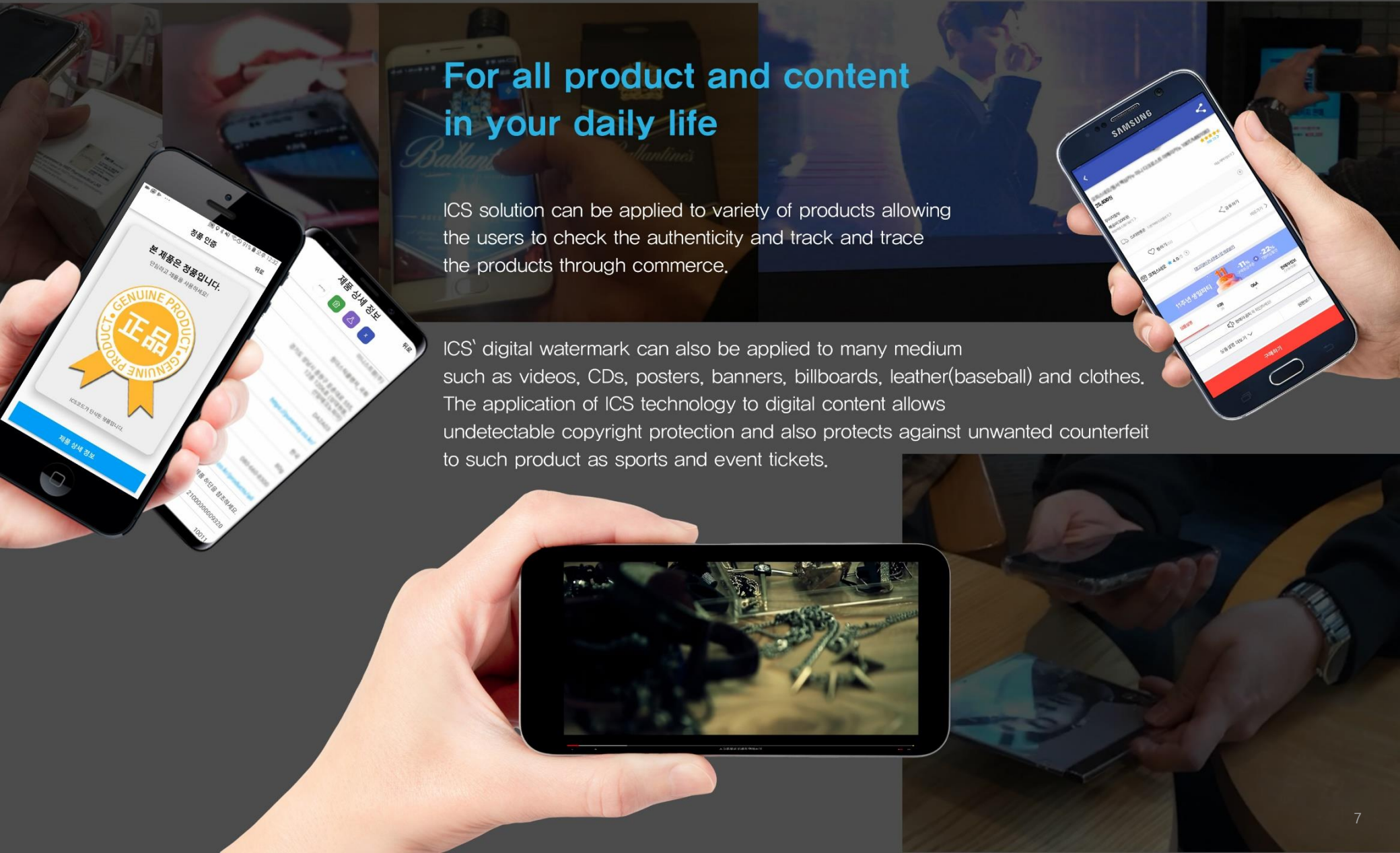
Data analytics through the collection of Big Data can help Enterprises to ensure productive marketing strategies such as target marketing and event promotion.



## For all product and content in your daily life

ICS solution can be applied to variety of products allowing the users to check the authenticity and track and trace the products through commerce.

ICS' digital watermark can also be applied to many medium such as videos, CDs, posters, banners, billboards, leather(baseball) and clothes. The application of ICS technology to digital content allows undetectable copyright protection and also protects against unwanted counterfeit to such product as sports and event tickets.







## ICS document forgery prevention

ICS Solution can be applied directly to variety of documents such as bank accounts, public documents, receipts and ID cards to prevent forgery.

## Preventing document forgery



7.24 | SPELLING, TREATMENT OF WORDS, AND COMPOUNDS

non of simply omitting the possessive s on all words ending in s—hence “Dylan Thomas’ poetry,” “Mara Callas’ singing” and “that business’ main concern.” Though easy to apply, that usage disregards pronunciation and thus seems unnatural to many.

### PARTICULARITIES OF THE POSSESSIVE

7.24 Two nouns as a unit. Closely linked nouns are considered a single unit in forming the possessive when the entity “possessed” is the same for both; different, both nouns take the possessive form. See also 5.27.

my aunt and uncle’s house  
Gilbert and Sullivan’s *Idolme*  
Minneapolis and Saint Paul’s transportation system  
but  
= aunt’s and uncle’s specific talents  
= aunt’s and Chicago’s transportation systems  
= aunt’s and neighbors’ children  
compound nouns and noun phrases the final element use  
possessive form. If plural compounds pose problems, opt

with the apostrophe only in proper names (often corporate names) or where there is clearly no possessive meaning.

but  
Publishers Weekly  
Diners Club  
Department of Veterans Affairs  
a housewares sale

7.28 Gerunds. A noun phrase ending in a gerund (or gerunds) may take the possessive form, but the possessive form is not appropriate, requires caution, and is often awkward. Use the possessive form only in a pronoun followed by a gerund where, if a pronoun was used, it would be in the possessive form. See also 5.110. In the first two examples, the possessive form is clearly needed.

Eleanor’s revealing her secret resulted in a lawsuit.  
Fathers assuming the care of children has changed many times.  
In the following three examples, the possessive form (given in parentheses) might sound pedantic to some. In the fourth, however, the possessive form is unlikely to seem so.

She was worried about her daughter (or daughter’s) going there alone.  
I won’t put up with Jefferson and Franklin (or Jeffersons and Franklins) being designed.  
The problem of authors (or authors’) finding the right publisher can be solved.  
The problem of their finding the right publisher can be solved.  
In the following two examples, where “Randy” and “Guests” could not be replaced by “his” and “their,” the possessive would clearly be incorrect.

We listened to Randy singing a solo.  
Guests wishing to park their own cars should check with the management.  
Possessive with “of.” The possessive form may be preceded by “of” where one of several is implied. A friend of Dick’s and a friend of his are equally acceptable. See also 5.52.

7.29 The phrase of Professor Deans



## Secured Account Convenient Payment System

### ICS Pay System

ICS security labels are forgery proof and serialized thus, each label can be used as a secured account ensuring consumers a safe and convenient payment system.

## Big Data and Data Analytics



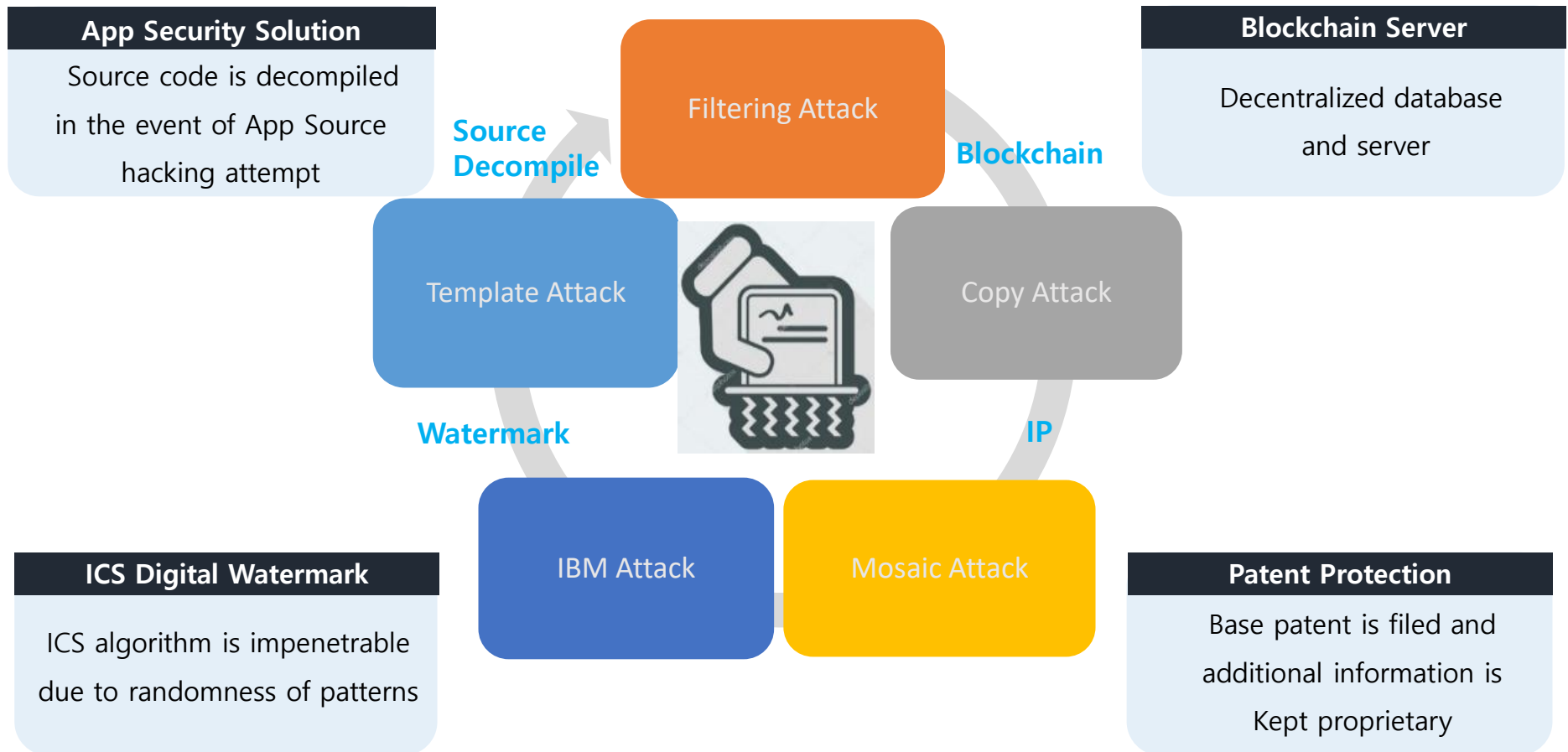
### ICS Smart CRM System

Maximize your marketing and sales efforts through data analytics from Big Data collected on the ICS Smart CRM System.



Multilingual support of product manuals by user's mobile phone language setting





## Primary Technical Security

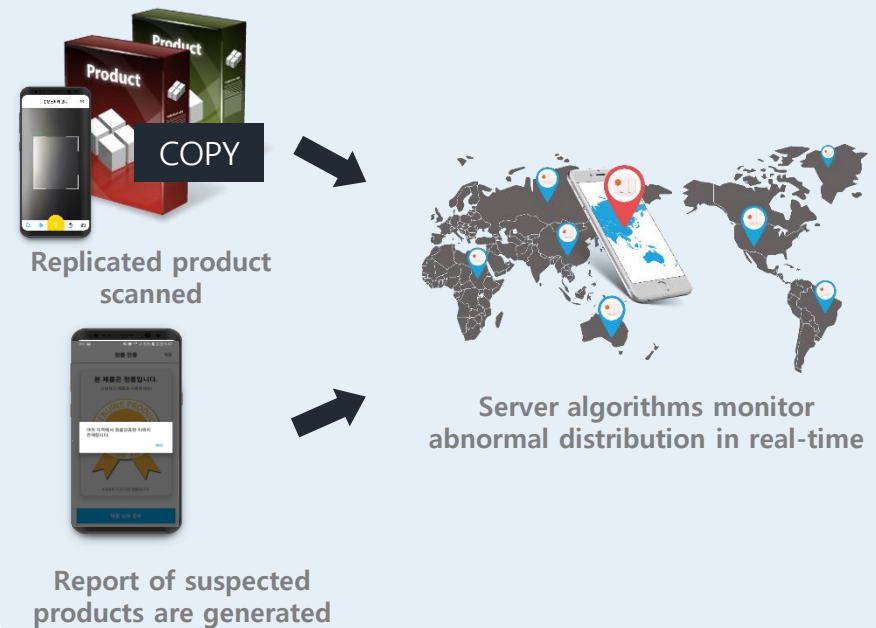
Anti-replication technology for image files through self-checking algorithm



Mobile security solution to prevent core algorithm hacking attempts

## Secondary Administrative Security

Attempt to replicate ICS applied products are detected via Time and Space analysis and the reports generated



## ICS Solution Process

(Multiple options on ICS digital watermark application)



1. Select a technology insertion area



2. Insert ICS digital watermark

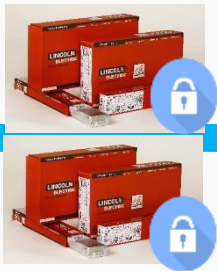


3. Print

## Machine Vision/Barcode Reader Compatibility



Dashboard  
Monitoring



Inspection and registration of product information  
by Machine Vision



Can be bind together as  
a set of Box/Palette



Collect Receiving/Forwarding Data



**Consumer**  
Checking product information with App

## Integration of ICS modules in Clients' Applications/Systems



Add Modules



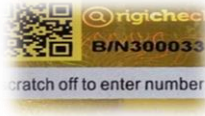
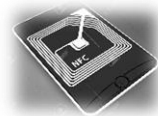

ICS modules can be integrated into Clients' existing  
Applications/Systems



Authentication System  
GPS Real-Time tracking System  
Smart CRM System



## Comparison of Authentication Solutions

	<div>ICS</div> 	<div>Hologram</div> 	<div>QR code (+Scratch Code)</div> 	<div>NFC</div> 	<div>RFID</div> 
Method	Authentication with App	<ul style="list-style-type: none"> <li>Offline authentication by product visual checks</li> </ul>	<ul style="list-style-type: none"> <li>Primary certification with QR reader app +secondary certification with scratch code</li> </ul>	<ul style="list-style-type: none"> <li>Authentication with NFC reader embedded in smartphones</li> </ul>	<ul style="list-style-type: none"> <li>Authentication with designated reader for RFID</li> </ul>
Convenience	One-scan	<ul style="list-style-type: none"> <li>Consumers must directly check the product</li> </ul>	<ul style="list-style-type: none"> <li>QR codes are simple, but scratching and typing numbers are inconvenient</li> <li>Complete authentication before purchase impossible because of scratch codes</li> </ul>	<ul style="list-style-type: none"> <li>Simple authentication with NFC mode in your phone</li> <li>Authentication unavailable for iPhone users and some Android users</li> </ul>	<ul style="list-style-type: none"> <li>Customer side authentication impossible</li> </ul>
Security	<ul style="list-style-type: none"> <li>Preemptive prevention of fake products, before any accident occurs</li> <li>Additional security which sends and tracks the phishing records to server in case of a phishing to fake server with an identical-looking app</li> </ul>	<ul style="list-style-type: none"> <li>Low security</li> <li>Vulnerable to forgery if same copper plate is made</li> </ul>	<ul style="list-style-type: none"> <li>Medium security</li> <li>QR codes are insecure and phishing to fake servers possible, but scratch code makes it more secure</li> </ul>	<ul style="list-style-type: none"> <li>Medium security</li> <li>-&gt; NFC chips and cards can be copied with not-so-intricate process</li> </ul>	<ul style="list-style-type: none"> <li>High security</li> <li>Designated reader and chips ensure high security, but has average error rate of 3%</li> </ul>
Expandability	<ul style="list-style-type: none"> <li>4.4 quadrillion individual data makes authentication for individual products, not product groups</li> <li>Accurate distribution tracking/inventory and returns management and accurate organization of CRM channels with individual data</li> </ul>	<ul style="list-style-type: none"> <li>No expandability</li> </ul>	<ul style="list-style-type: none"> <li>QR codes are not used for authentication but for distribution management</li> <li>Scratch codes authenticate the products, but without expandability</li> </ul>	<ul style="list-style-type: none"> <li>Authentication / distribution tracking / inventory and returns management are easy</li> </ul>	<ul style="list-style-type: none"> <li>For distribution management only; No expandability</li> </ul>
Price	<ul style="list-style-type: none"> <li>Low production cost (No process modification needed in case of security packages)</li> </ul>	<ul style="list-style-type: none"> <li>High production cost</li> </ul>	<ul style="list-style-type: none"> <li>Low production cost (High if scratch codes are added)</li> </ul>	<ul style="list-style-type: none"> <li>High production cost</li> </ul>	<ul style="list-style-type: none"> <li>High production cost</li> </ul>

## Patent and overseas reference

### Korea



### USA

Electronic Acknowledgement Receipt	
EPF ID:	30180771
Application Number:	16160729
International Application Number:	
Confirmation Number:	1031
Title of Invention:	Method of Linking and Connecting Data
First Named Inventor/Applicant Name:	Kim Hyeon
Customer Number:	77993
Filer:	Nobels & Lee (Nobels & Lee)
Filer Authorized By:	Nobels & Lee
Attorney Docket Number:	92138 P1002
Receipt Date:	10 APR 2018
Filing Date:	
Time Stamp:	17:07:00
Application Type:	Utility under 35 USC 111(a)
Payment Information:	
Submitted with Payment:	YES
Payment Type:	CARD
Payment was successfully received in BAE:	16160729
BAE confirmation number:	3011-16160729-16160729
Deposit Account:	92138 P1002
Authorized Sign:	Kim Hyeon
The Director of the USPTO is hereby authorized to charge initiation fees and credit any overpayment as follows: USPTO 1.5 National Application (Reg. 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**Q1. *How is authentication possible before a purchase?***

**A: An invisible and uncopyable digital watermark applied to an image or product can be scanned prior to purchase.**

**Q2. *Is it possible to copy/counterfeit?***

**A: ICS' invisible digital watermark and encryption makes it impossible to counterfeit.**

**Q3. *How many products can be individually managed?***

**A: ICS technology offers individual and unique serialization up to 4.4 quadrillion.**

**Q4. *What type of data analytics do you provide?***

**A: Data analytics are available for gender, age group, region and time.  
Data analytics is expandable based on request.**

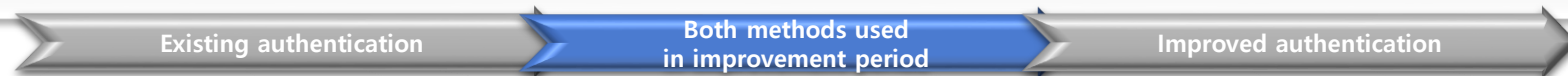


**Q5. *What is the cost of using ICS authentication technology?***

**A: Pricing is available upon request.**

**Q6. *How do we transition from our current authentication method and adopt ICS technology?***

**A: We suggest phasing in our technology by first using both authentication methods to avoid consumer confusion. Please consult with us for other solutions.**



**Q7. *How do you check if a product with ICS' digital watermark is authentic and genuine?***

**A: Download the free app and simply scan using your smartphone.**

**Q8. *Is there a limitation on where ICS digital watermark can be applied?***

**A: All type of products can be applied with ICS Solution.**

**Q9. *Is ICS' technology patented?***

**A: Yes.**

**Q10. *What languages do you support?***

**A: Currently, we support English, Korean, Chinese and Vietnamese.**



Daewon C&C Co., Ltd. started in 2005 as a dedicated partner for managing SK Group's computer systems. We have led the digital transformation innovation for that past 14 years, and will continue to grow as an IT solution provider. Our current gross revenue is approximately 25 billion won.

## Clients





**“We provide the best IT solution with  
excellent technicians and advanced technology”**

*– ICS Development Team*

**DAEWON C&C**

SK S-TRENUE 503, Gukjegeumyung-ro 2-gil 37, Yeongdeungpo-gu, Seoul, Korea

