Internet of Things

IT IS NOT ANOTHER BARCODE

During the last 20 years, the barcode got an important role in Retail sector: fast check out, pricing and on time stock checking. Every identification system, currently used, is based on Barcode printing such as UPC\EAN\GTIN. These systems are not able to guarantee product's authenticity: They are duplicable, they need precious space and they could become unreadable.

"...We are changing Packaging Communication World... from Static into Dynamic"

Watermark

+

APPROVED FILE

Connected Packaging

CONNECTED PACKAGING

"StealthCode®" solution is based on Digimarc® registered technology for the setting of an unique data, imperceptible to human eye, but present overall packaging surface.

The users, scanning packaging surface with "StealthCode®" App, enjoy interactive and updated contents of defined URL: Customer Engagement.

The watermark is embedded thanks to an inclusive technology that allows no duplication and no reproduction. It is unique. It can embed product GS1 ID and can be used instead of common barcode types. This allows an incredible in store faster checkout.

How does it work?

"StealthCode®" solution is based on Digimarc® patented watermark embedded into printed products, video and audio files.

The code is imperceptible to human eye but it is readable with mobile, tablets, scanner, POS, etc.

Thanks to the free "StealthCode®" App, it is possible to scan the code and enjoy the contents of defined URL.

STEALTH CODE®

Download on the App Store — GET IT ON Google Play

UPDATED INTERACTIVE CONTENTS

Interactive Communication with consumers, contents, coupon and promotion updated also when printed Packaging is on shelf but also at customer home: product tracking, Big Data collection for marketing and Brand Loyalty...The use is very intuitive. Simply scan the product where there is the logo with a Smartphone or a Tablet using the free StealthCode® App (customizable on request) to enjoy the content.

Scan holding device 10-15 cm from package

Focus.....

Start your StealthCode Experience!

NO SPECIAL PRESS PROCESS IS REQUIRED

The system does not require special press processes, special ink or varnish, it needs no space and it has no bad impact on design.
It is the best and right solution for any kind of printed product. We ensure the success of your Communication in every market.
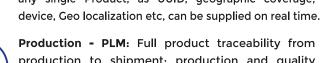
GREAT MARKETING SOLUTION

"StealthCode®" is the best solution for marketing: In-store, Post sale Big Data collection, number of scanning for any single Product, as UUID, geographic coverage, type of device, Geo localization etc.
Big Data Manager customization based on Brand needs.

StealthCode® is the perfect solution for:

Big Data Manger: thanks to the powerful BackOffice, developed by BeeGraphic, the number of scanning, for any single Product, as UUID, geographic coverage, device, Geo localization etc, can be supplied on real time.

Production - PLM: Full product traceability from production to shipment: production and quality control, product safety, updated warehouse management, updated logistics tracking.

Promotion and Communication: product information, advises, coupons, Customer Engagement etc. Your Communication is dynamic: You improve the efficiency of your Communication updating your contents.

Customer Engagement: Interactive Communication with consumers, promotion, coupon and contents Customization, Product tracking and collection of important customer preference data like never before.

Brand Loyalty: you increase the fidelity of End User, customizing communication actions. "Social Media Marketing".

Protection: the code setting, itself, is made by an inclusive technology that allows no duplication and no reproduction. We add a security system able to shut out data not compliant with defined standard. Single unique codes for every single product pack are also available for digital printing.

STEALTH CODE®
Under license of Digimarc