

Press Release

Bussy Saint Georges, September 10th, 2018

SURYS will stand alongside innovative companies at the 2018' LuxePack Monaco event to present its breakthrough innovation OSID.

After its successful participation to the Consumer Electronics Show in Las Vegas, SURYS is proud to exhibit for the first time at the coming Luxe Pack event taking place in Monaco on October 1st, 2nd, and 3rd 2018. Inside the digital village C2L (Connect to Luxury), SURYS will present the successful example of breakthrough innovative concept apply on the luxury market.

SURYS Optical Chips enable companies to benefit from IoT opportunities such as Authentication, Traceability and Consumer engagement.

The SURYS Optical Chip combines optical and digital security features enabling their automated offline authentication via a common Smartphone. It also carries overt, covert, track & trace, and forensic technologies answering the demand of identification and authentication for both, consumers and inspectors.

To ensure the genuineness of the product, consumers are invited to download the authentication application to check its authenticity by a simple scan of the optical chip. The solution brings several benefits as the security of all the supply chain and real-time alerts, enabling a quick and reliable management of response.

The digital approach opens wider marketing opportunities as the access of detailed information, loyalty program etc. enabling companies to strengthen their communication with their consumers and develop an even more intimate relationship with them.



To introduce these new concepts and technologies, Mr Arnaud Bansard, Product Manager for Brands & Products at SURYS will lead a workshop on "Intelligent Optical Identification" on Monday October 1st from 3.30 pm to 4.00pm during the LuxePack event.

About SURYS

Global reference in the field of security, SURYS offers a meticulously crafted range of optical and digital solutions to authenticate and track & trace products and documents. SURYS deploys its solutions in over 123 countries and is proud to serve international corporations governments and central banks.

With multiple references in the field of Brands & Products, Identity, Banknotes, and Vehicles, SURYS solutions are recognized by world experts and comply with the highest security standards.

