Innovation
Beyond Imagination

m-TAG

Genuine
Authentication Label
M-Tag
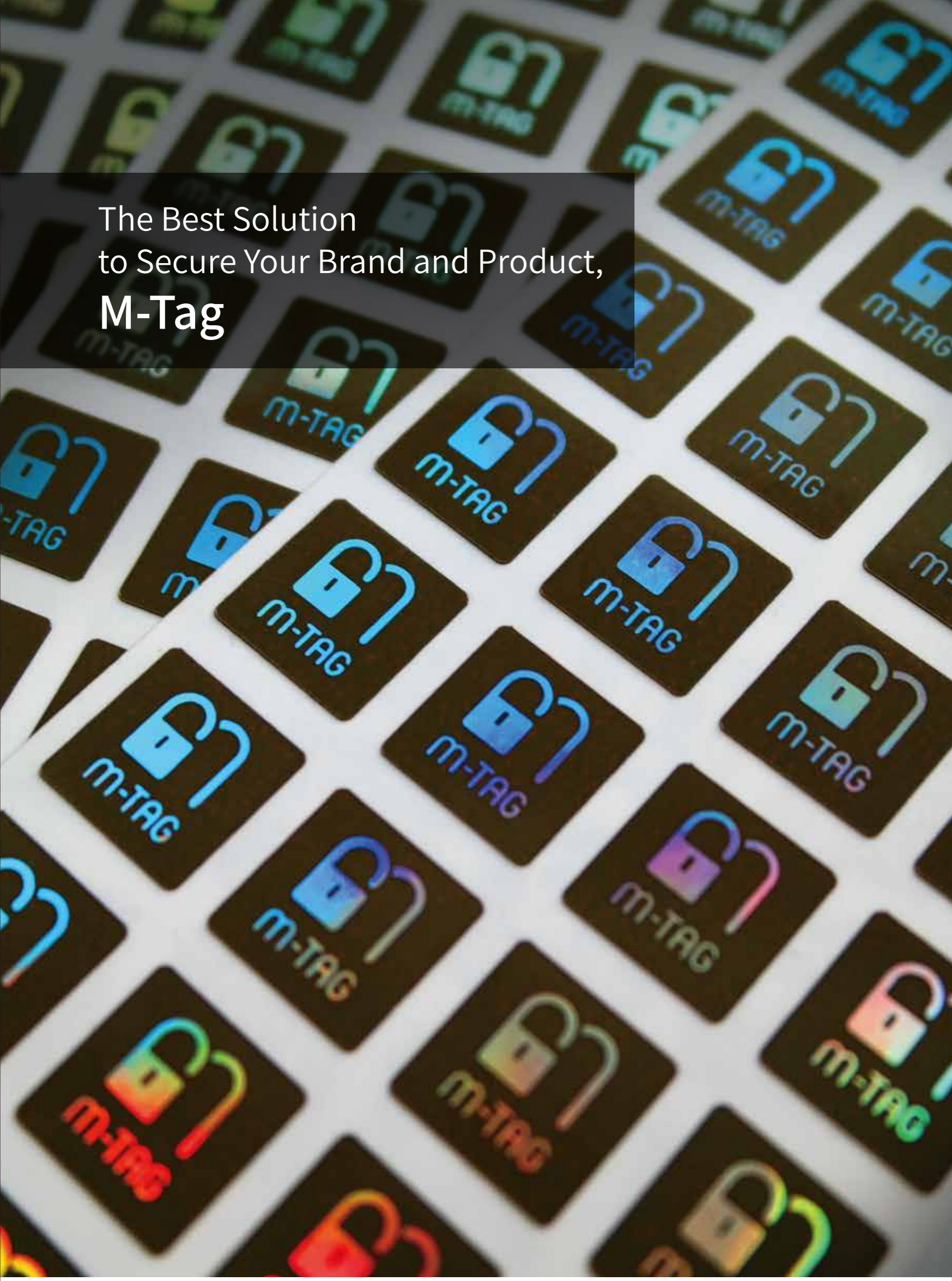
GERMAN CERT
ISO 9001:2008

GERMAN CERT
ISO 14001:2004

www.m-tag.co.kr

The Best Solution
to Secure Your Brand and Product,
M-Tag

OUR
MISSION

"For the Benefits of our Clients"

Counterfeits occur globally in various industries like Cosmetics, Pharmaceuticals, Electronics, Wines and Spirits, etc. Security documentations like Banknotes, Identifications and Passports also cannot be safe from the forgery. The counterfeiting issue stands out globally that many firms including government institutions take more seriously to prepare a countermeasure.

NANOBRICK creates a secure future by providing innovative anti-counterfeiting solution based on Nano-secure technology. Its source technology provides higher security, which is simple and user-friendly to be verified right away. Also, the solution enhances its value by adding IT authentication system, enabling on-line authentication, product track & trace and even on-line marketing.

In order to minimize any damages occurred from counterfeit products and to create safety environment for everyone, Nanobrick continually works to innovate and develop advanced anti-counterfeiting solution.

TRUST
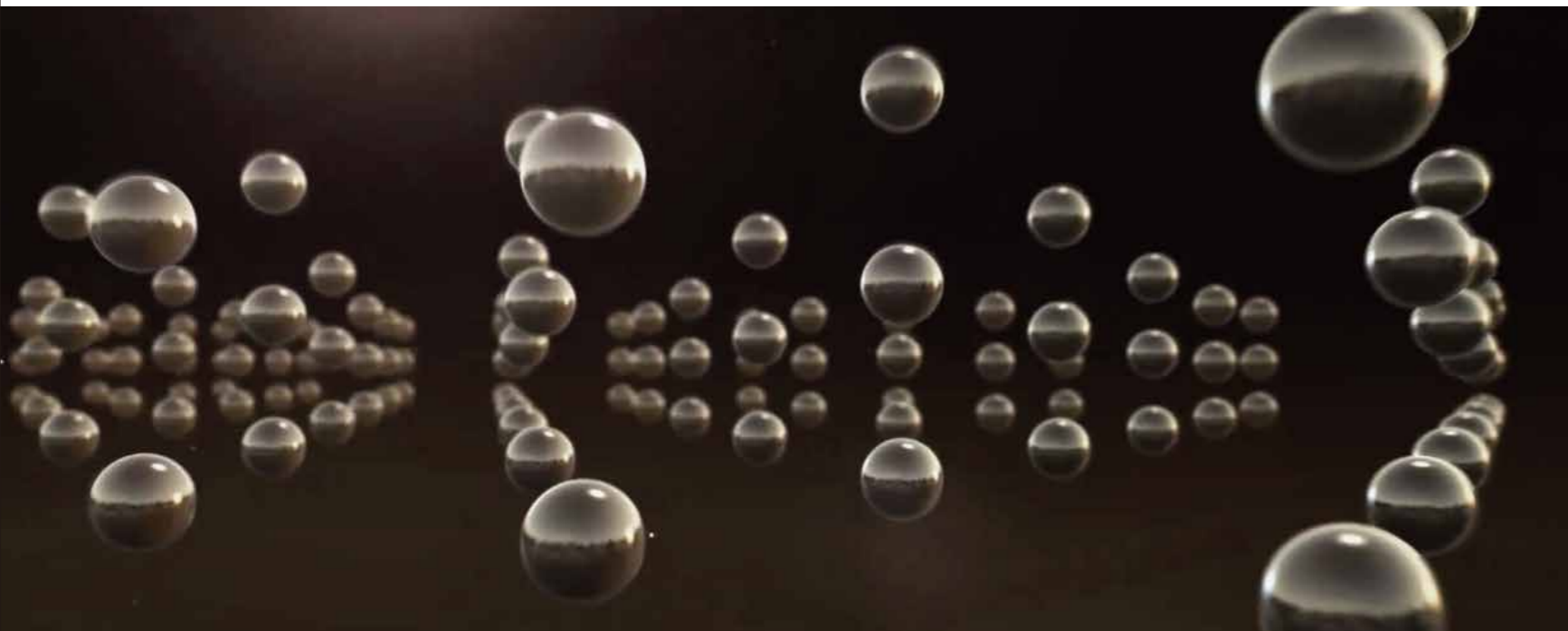
Consumer
Purchase with Confidence

Corporation
Increase Sales

Government
Realize the Society filled with Trust

ABOUT M-TAG

WORLD'S FIRST & ONLY ONE
Magnetically color-changeable
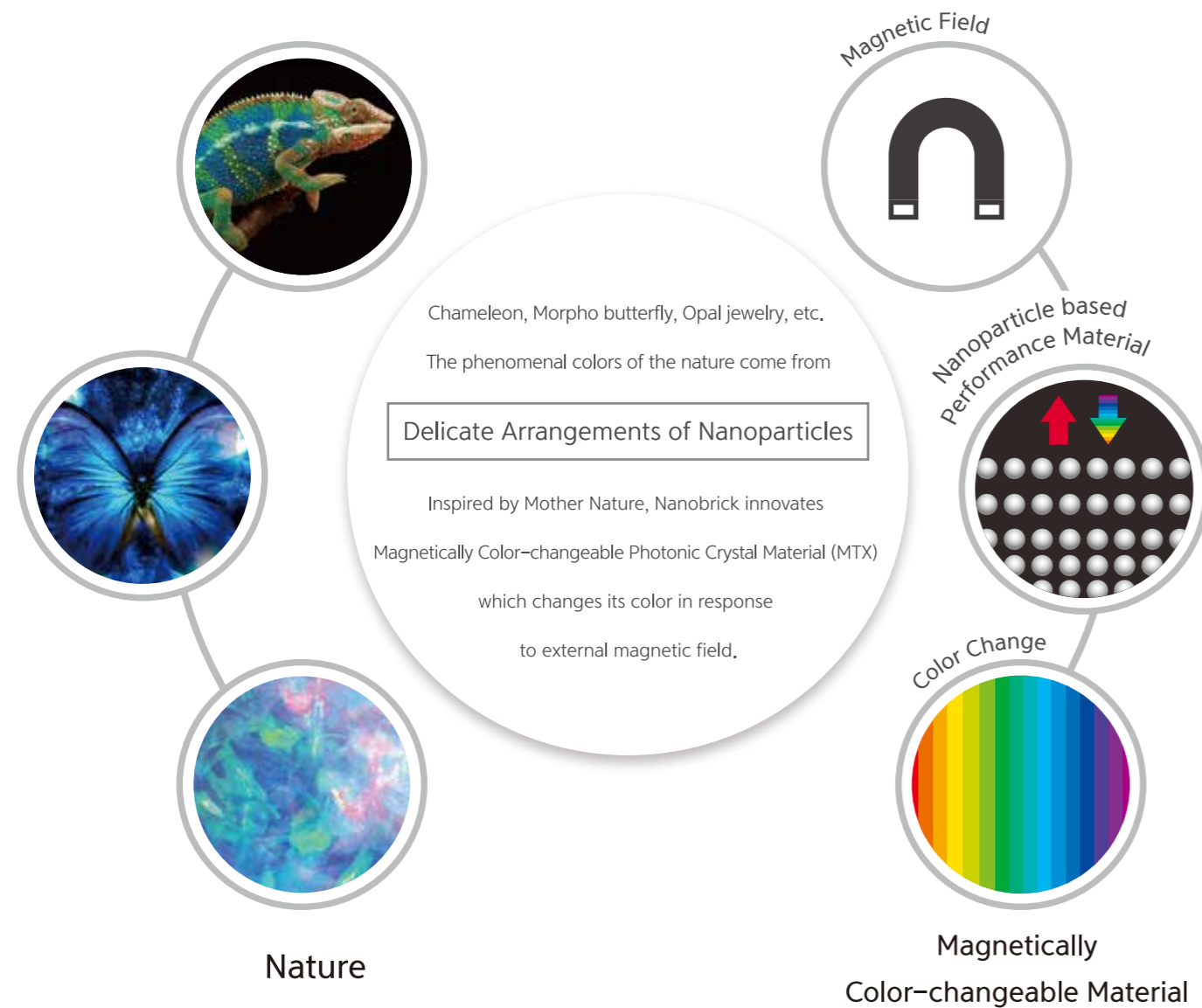Nano-secure technology

HIGH SECURITY
Innovative source technology protected
worldwide by more than 50 patents

M-TAG

MARKETING PARTNER
Effective on-line & off-line
marketing communication

TOTAL SOLUTION
Total brand protection solution from
on-line & off-line authentication
to product track & trace

World's First & Only One
· Magnetically color-changeable material that has been successfully mass produced by Nanobrick for the first time ever.
· Unique & innovative material that changes color by any magnet in daily life (Rubber magnet, Mobile speaker, etc.)

High Security
· Nanobrick has the source technology that requires significant time and resources to be successfully mass produced.
  Its advanced technology is not something that most counterfeiters can do.
· M-Tag technology is protected worldwide by patents and trademark rights.

Marketing Partner
· By providing diverse information such as product authenticity, product details, and track & trace,
  M-Tag pursues customer satisfaction.
  (Link service to on-line shopping mall, counterfeiting product tracking service)

Total Solution
· M-Tag provides total anti-counterfeiting solution by both highly secured Nano-technology and user-friendly
  online authentication system. The total solution makes M-Tag versatile in all industry.

Magnetic Field

Nanoparticle based
Performance Material

Color Change

Chameleon, Morpho butterfly, Opal jewelry, etc.

The phenomenal colors of the nature come from

Delicate Arrangements of Nanoparticles

Inspired by Mother Nature, Nanobrick innovates

Magnetically Color-changeable Photonic Crystal Material (MTX)

which changes its color in response

to external magnetic field.

Nature

**Magnetically
Color-changeable Material**

The Magnetically Color-changeable Material of
M-Tag is manufactured through unique and innovative
mass-production technology.
M-Tag is protected by patents worldwide.

MARKETS & APPLICATIONS

Luxury Goods

Wine and Spirits

Glasses

Pharmaceuticals

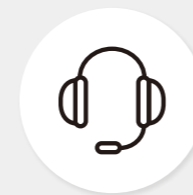**Automotive Parts**

Cosmetics

Food & Beverage

Mobile & Accessories

Clothes & Shoes & Bags

Electronics

Authenticate while shopping
[by end users]

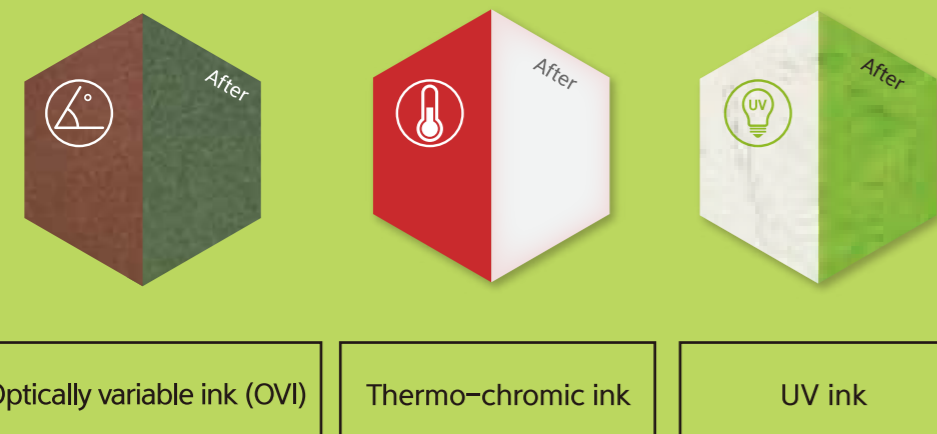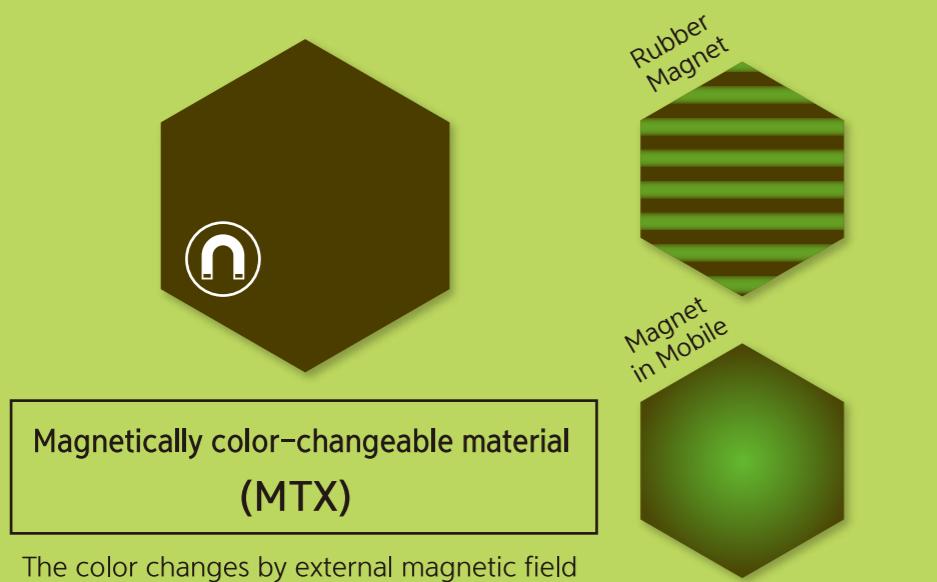Authenticate while making a payment
[by casher]

Authenticate a gift while unwrapping
[by end users]

Authenticate products while logistics
[by logistics manager]

OFF-LINE SYSTEM
SECURITY MATERIALS

Rubber Magnet

Magnet in Mobile

Magnetically color-changeable material (MTX)

The color changes by external magnetic field

After

After

After

| Optically variable ink (OVI) | Thermo-chromic ink | UV ink |

Color-changeable material
By different angle

Color-changeable material
By temperature

Color-changeable material
By Black Light (UV)

Genuine Authentication is required not only for customers, but also for manufacturers and distributors. Since each of them has different needs and purposes of authentication, the solution should be versatile. The best solution, most of all, should be fast and simple, and has high security technology that is extremely difficult to be copied.

M-Tag combines MTX, the highly secured Nano-technology, with different security features such as OVI, thermochromic ink and invisible ink, to make it secured and even more convenient.

ON-LINE SYSTEM
M-CHECK

Get it on
Google play

Available on the
App Store

MIRACLE

Security Code sds0-gj67-5778-2ert

인증횟수

4

正品

| Product Info | Tasting Note | Serving Method |

Product Name   MIRACLE
Issued Date   2015.11.11
Vol.   750ml
Alcohol Degree 43%
Origin   Scotland
Manufacturer   Jack Daniels

Download M-CHECK on your Mobile Phone

IMITATION

Suspicious
3889-as89-ssdf-4499

본 제품은 **가품**으로 확인됩니다(!).
구매처로 방문하여 제품이 정품 여부 확인
또는, 고객센터로 문의바랍니다.

고객센터 00-000-0000

고객센터 소비자   제보하고   판매제보
기타

신고하기

1 ### Simple and Easy

Simply by using mobile phones, anyone can easily check the authenticity.

2 ### High Security

Double code security system of CRC (Cyclic Redundancy Code) makes the system highly secured.

3 ### Double Check

First, scan the QR code. It confirms a product and a brand.
Second, input the security code. It confirms authenticity and Authentication history.

4 ### On-line Marketing

By creating its own authentication page, the company can utilize it for different on-line marketing.

5 ### Location Information Service

GPS based authenticity provides useful information such as product tract & trace and place of origin.

If the product is not genuine,

"Suspicious" will be shown on the screen with notifications. Also, customers can report the fake product right away that helps to specify the location.

CONSUMER

Company that requires the highest security solution to increase customer credibility

Miss A at the department store

"More recently, I found fake cosmetics from B brand. That is why I try not to buy B brand. I think genuine product is very important because cosmetics are for my skin."

Company that is currently using anti-counterfeiting solutions but gets no benefits.

Mr D, Marketing Manager at Firm C

"We applied an anti-counterfeiting solution right after we found out that our brand was being copied. However, it was no use because both the product and the anti-counterfeiting solution are all copied. Now, I am afraid I have to look another solution."

Company that is going to launch a new product and is afraid of counterfeiting

Mr. O, CEO at Firm E

"For this brand-new product, many employees have strived their works over many nights. At this point, I am worrying about imitations even if the product is launched successfully. However I cannot invest a lot of money only for that reason. I would rather find a solution that is cost-effective. "

Innovation beyond imagination
Genuine Authentication Label M-Tag

Innovation and Excellence of Nanobrick have been recognized worldwide.

Worldwide Recognition

· 2012 Tokyo Nano Tech Grand Prize (IT & Electronics)
· 2012 Nano Korea Grand Prize

National Certification

2015 NET (New Excellent Technology)
by Ministry of Trade Industry and Energy. (Cerfification No. 0944)

Innovation beyond Imagination

Nanobrick has been accredited ISO 9001 in 2008 and ISO 14001 in 2014, and continues to develop the technology for innovation beyond imagination.

NANO KOREA 2012

NET NEW EXCELLENT TECHNOLOGY

GERMAN CERT
ISO 9001:2008

GERMAN CERT
ISO 14001:2004

NANO BRICK
Innovation beyond Imagination™

www.nanobrick.co.kr
mtag@nanobrick.co.kr

M-TAG
CLASSIC

www.m-tag.co.kr
mtag@nanobrick.co.kr
031-888-9420

NANO BRICK
Innovation beyond Imagination

MTX

BRAND NAME

M-Tag Classic

 M-Tag Classic is anti-counterfeit label that changes its color when contacted to external magnet field, and contains specially self-developed Nano-tech material highly secured. Any magnet (ex. Rubber magnet, Speaker magnet of cellphone/notebook) in daily life can be used to identify its color changes and its authenticity. Simple authentication procedures with highly secured material optimize anti-counterfeiting for various industrial products.

How to authenticate
Rubber magnet or cellphone speaker part in our daily life can be used to check its color change. (Brown ▷ Green)

warranty card
Date.
Customer Name.
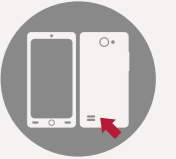Style no.

Magnet types in our life

Wallet magnet lock

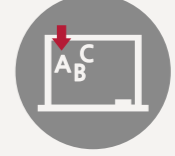Bag magnet lock

Notebook speaker located part

Cellphone speaker located part

White-board magnet

Refrigerator-applying promotional rubber magnet

M-Tag Classic	
Label Size	15mm x 15mm (Negotiable)
Logo Print Size	14mm x 14mm
Print Spec.	Hologram foil strip, Separate color printing
Material	PET
Supply Type	Roll, Sheet
MOQ	100K
Basic Spec.	Logo & Phrase Printing

original taste

BLONDE
VERANDA BLEND

al taste
EDIUM
FAST BLEND

BEST PREMIUM QUALITY COFFEE IN THE WORLD GUARANTEED
Coffee

NET WT 1.5OZ (1lb)455g

WHITENING
Mask Pack

WHITENING
Mask Pack

23ml

23ml

NANOBRICK

PERSONAL DATAS
DOCTOR DATAS

INTERNATIONAL WARRANTY

M-TAG
LITE

SINGLE LAYER
ON-LINE
OFF-LINE

QR CODE

MTX

SECURITY CODE SCRAT

BRAND NAME

SECURITY CODE

BRAND NAME

WEBSITE

www.website.co.kr

M-Tag Lite

M-Tag Lite is made of anti-counterfeiting material that changes its color when contacted to external magnet field. It also contains printed QR Code and Security Code that are able to proceed on-line authentication. Those printed off-line and on-line genuine product certifications are intended for anti-counterfeiting labels. All security Code is strictly managed by distinct security system and its exclusive use of application, M-Check, leads to on-line marketing as well. After M-Check undergoes product authentication, it further provides online marketing tool at a low cost, yet high efficiency security solution.
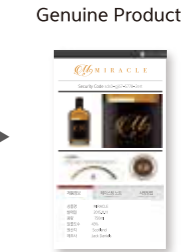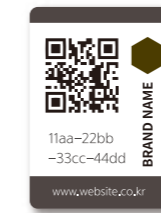
How to authenticate

How to Authenticate for OPERATOR — Rubber magnet or cellphone speaker part in our daily life can be used to check color change. (Brown ▷ Green)

STEP 1
Scratch the gray foil with coin & Check the SECURITY CODE

SECURITY CODE | BRAND NAME | www.website.co.kr
11aa-22bb-33cc-44dd | NAME | www.website.co.kr
11aa-22bb-33cc-44dd | BRAND NAME | www.website.co.kr

STEP 2
Open M-CHECK App for authentication.
Scan QR Code on the label
& authenticate by inserting Security Code

11aa-22bb-33cc-44dd | BRAND NAME | www.website.co.kr

Download and install M-CHECK from App store (Play store) to scan QR Code

Enter Security Code

Genuine Product
Correct Security Code
Automatically proceed to genuine web-page & Confirm additional information

Non-genuine Product
Incorrect Security Code
Automatically proceed to non-genuine notice page Guide will follow up

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Single label is available for both on/off line use. Once tampered or detached, no more reuse of damaged MTX material.

Label Size	18mm x 25mm	MTX Size	4mm x 5mm
Material	Synthetic Paper	Printing Spec.	CMYK 4 type Print Coordinated mixing colors
Supply Type	Roll, Sheet	MOQ	100K

Basic Spec.	· Cut-line for one time use only (Destruction) : No more reuse, once it was detached from the subject of an attachment.
Optional Spec.	· BRAND NAME : Company Logo and phrase print / Select the color on the upper/bottom color bar · M-CHECK : Select specific graphic and apply company logo on each web-page (Customized web-page creation)

- LIVE MUSIC -
ACOUSTIC FESTIVAL
VOL.2

NANOBRICK
HARD CLEAR FILM

VITAMIN

VITAMIN
B
지친 내용에 활력충전
비타민 B₁, B₃, B₄, B₆,
나이아신, 판토텐산 엽산, 비오틴
건강기능식품
27g(450mg x 60캡슐)

NB 16GB
USB2.0 Micro

M-TAG

STANDARD

DOUBLE LAYER · **ON-LINE** · **OFF-LINE**

M-Tag Standard

M-Tag Standard is a high security solution for anti-counterfeiting system. The color-changeable material that changes its color when contacted to external magnet field. Any magnet (ex. Rubber magnet, Speaker magnet of cellphone / notebook) in daily life can be used to identify its color changes and its authenticity. Through its exclusive use of application, M-Check, specific QR and Security Code are recognized to proceed on-line authentication. The double layer label type structures has increased security levels for both QR Code and Security Code. After the authentication, on-line marketing activities like product information, event, shopping mall links, etc. can be utilized as a way for the optimal marketing tool with the supreme security system.

MTX
QR CODE
SECURITY CODE
BRAND NAME
WEBSITE
111a-
BRAND NAME
www.website.co.kr

How to authenticate

STEP 1
Tear-off the upper layer along the cut-line
BRAND NAME
www.website.co.kr

STEP 2
Rubber magnet or cellphone speaker part in our daily life can be used to check its color change. (Brown ▷ Green)

STEP 3
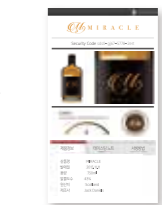Open M-CHECK App for authentication. Scan QR Code on the label & authenticate by inserting Security Code
111a-222b-333c~444d
GENUINE
BRAND NAME
www.website.co.kr

Download and install M-CHECK from App store (Play store) to scan QR Code

Enter Security Code

Genuine Product
Correct Security Code Automatically proceed to genuine web-page & Confirm additional information

Non-genuine Product
Incorrect Security Code Automatically proceed to non-genuine notice page Guide will follow up

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Double layered label is available for both on/off line use. Once tampered or detached, no more reuse of damaged MTX material.

Label Size	22mm x 25mm	MTX Size	14mm x 14mm
Material	Synthetic Paper	Printing Spec.	CMYK 4 type Print, Coordinated mixing colors
Supply Type	Roll, Sheet	MOQ	100K

Basic Spec.	· Cut-line for one time use only (Destruction) : No more reuse, once it was detached from the subject of an attachment.
Optional Spec.	· BRAND NAME : Company Logo and phrase print / Select the color on the upper/bottom color bar · M-CHECK : Select specific graphic and apply company logo on each web-page (Customized web-page creation)

M-TAG

PREMIUM

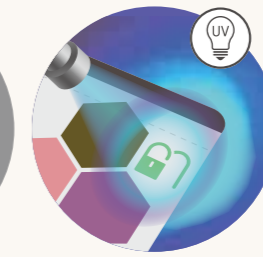www.m-tag.co.kr
mtag@nanobrick.co.kr
+82-31-888-9420

NANO BRICK
Innovation beyond Imagination

DOUBLE LAYER   ON-LINE   OFF-LINE

M-Tag Premium

M-Tag Premium offers the supreme level of security solution with a specially secured material that reacts UV sensitive ink by UV wavelength, optically variable type, heat sensitive material that reacts at specific temperature, and anti-counterfeit color-changeable material that changes its color when contacted to external magnet field. Color change of label is distinguishable with eyes easily at various environment conditions. The solution provides its exclusive use of application, M-Check, specific QR and Security Code to recognize to proceed on-line authentication as well. The double layer label type structures has increased security levels for both QR Code and Security Code. After the authentication, on-line marketing activities such as product information, event, shopping mall links, etc. can be utilized as for the optimal marketing tool with the supreme security system.

QR CODE
SECURITY CODE
BRAND NAME
WEBSITE

MTX
UV INK
OVI
THERMOCHROMIC INK

BRAND
www.web
111a
OPEN
BRAND NAME
www.website.co.kr

인증방법

STEP 1
Tear-off the upper layer along the cut-line
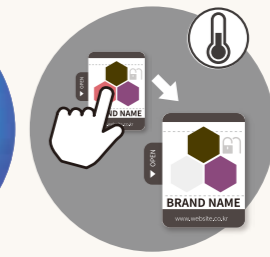
BRAND NAME
www.website.co.kr
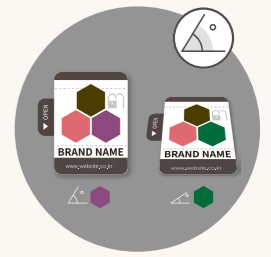
STEP 2   Check each of security type

Place the rubber magnet, mobile phone speaker magnet. Verify color change

UV light reveals printed UV ink

Thermochromic ink part disappeared by warm temperature
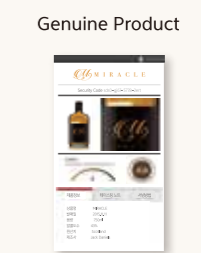
Angle-dependent OVP ink

STEP 3
Open M-CHECK App for authentication.
Scan QR Code on the label
& authenticate by inserting Security Code

GENUINE
111a~222b~333c~444d
BRAND NAME
www.website.co.kr

Download and install M-CHECK from App store (Play store) to scan QR Code

Enter Security Code

Genuine Product
Correct Security Code Automatically proceed to genuine web-page & Confirm additional information

Non-genuine Product
Incorrect Security Code Automatically proceed to non-genuine notice page Guide will follow up

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Double layered label is available for both on/off line use. Once tampered or detached, no more reuse of damaged MTX material.

Label size	22mm x 25mm	MTX Size	7mm x 8mm
Label Material	Synthetic Paper	Printing Spec.	CMYK 4 type Print, Coordinated mixing colors
Supply Type	Roll, Sheet	MOQ	100K

Basic Spec.	· Cut -line for single one time use only (Destruction) : No more reuse, once it was detached from the subject of an attachment.
Optional Spec.	· BRAND NAME : Company Logo and phrase print / Select the color on the upper/bottom color bar · M-CHECK : Select specific graphic and apply company logo on each web-page (Customized web-page creation)