

Press Release

Smart Holograms Announces a Secure, Interactive Consumer Authenticate Sensor

February 11, 2010 – Cambridge, UK - Today, Smart Holograms, a UK-Based Technology Company, announced the commercial availability of its new Verif-EYE™ bio-optical, interactive visual sensor that allows consumers to 'self validate' their purchases prior to consumption or use to ensure the product is genuine and tamper-free. It has a wide application in consumer products including subscription and over the counter (OTC) pharmaceuticals, food and cosmetics which continue to be subject to counterfeiting and tampering at an alarming rate. Ted Wlazlowksi, Managing Director of Smart Holograms stated, "Although significant progress has been made in packaging improvements of consumer products, there is no solution available for the consumer to confirm authenticity and safety. Our introduction of the new Verif-EYE™ visual sensor gives consumers the long overdue ability to make sure products are legitimate and safe prior to consumption or use."

Verif-EYE™ shows a visual holographic image/color that transforms into a different image/color upon detection of human breath or a drop of water depending on how the sensor is programmed. Holographic images or messages can be unique to each product. John Dargan, COO added, "This technology will be virtually impossible to copy in volume because it requires too many proprietary materials, processes and equipment that are not commercially available. The technology is also covered by a very large patent portfolio."

"Unfortunately, successful counterfeiting of branded consumer products is very profitable and existing, dated technology is ultimately copied or compromised by criminal organizations. Whether it is taggants, specialized inks, dyes, bar codes or standard holograms, these tend to be only detectable by trained personnel in the field often using specialized and expensive devices which are not available to the consumer" said Wlazlowski.

With increased terrorist activity, consumer goods are an obvious area of concern. Consumers purchase an item and the only thing to assure them that the product is genuine and safe is a standard foil, plastic seal, or protective cap. "The bottom line is that right now the consumer just rolls the dice that their baby formula, medicines, cosmetics and other food and drink will be safe. We believe Verif-EYE™ gives that power back to the consumer to confirm the products they are using are authentic and safely packaged." Wlazlowski confirmed.

About Smart Holograms

Smart Holograms is the world's leading technology company in the development and applications for optically programmable holographic sensors and related materials. Based in Cambridge, UK, the company develops solutions for customers working in the consumer protection, brand & product protection and medical solutions industries worldwide.

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