

Try it now  
Scan at [laava.id](https://laava.id)



## Laava Smart Fingerprints<sup>®</sup> - The Global Mark of Trust™

The world's first digitally verifiable, globally scalable alternative to QR codes.

- Secure by design, unique to every individual item, and built for consumer engagement.
- Transforms products into **connected products** enabling consumers to authenticate and engage at point of purchase and beyond.
- Scan, verify and engage - with any phone. Unlock unique brand stories, rewards, competitions and more.
- The 'Gateway to Trusted Experiences' for products, documents, assets, NFTs and platforms - can be white-labelled.
- Utilise conventional digital printing technology, and require no special inks or labels.
- Developed in collaboration with Australia's premier scientific and cybersecurity organisations - CSIRO and AustCyber.



**Laava delivers the Global Mark of Trust™**

The secure on-product trust mark the world has been waiting for.

## Laava Smart Fingerprints®

Combine three key capabilities into a single, low cost marker, unique to each product:



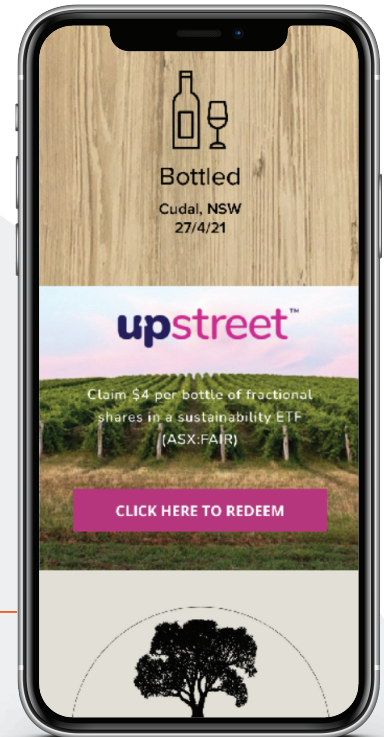
### Brand Protection

Confidence in product authenticity, channel integrity and core claims.



### Provenance & Traceability

2-way integration with ERP, Traceability, DLT, NFT and eCommerce Platforms.



### Storytelling & Engagement

Rich consumer engagement, storytelling, rewards and more.

## Laava Smart Fingerprints®

Are secure, easy to deploy and simple to use.

Here's how:

- Each is unique, down to item level.
- Always issued to the brand owner and cannot be diverted.
- Patented computer vision technology - capturing images of each scan, plus date, time, location, smart phone OS and more.
- Data and rules stored in the cloud, not encoded in the tag.
- No app required. Scannable in WeChat.
- Uses conventional digital printing technology.
- Supports GS1 standards and integrates with all traceability and supply chain systems.

## Want to get started?

Contact the Laava Team today.

Email [hello@laava.id](mailto:hello@laava.id)  
Website [www.laava.id](http://www.laava.id)

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