



Identity of Things

Real or Fake?!

15.09.2019





Source: New York Times





Economic Damage

€ 54,5 Billion

Konsum

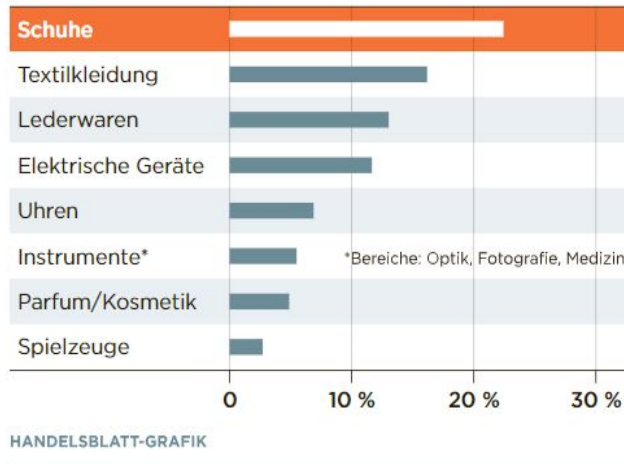
China führt

Woher?

Was?



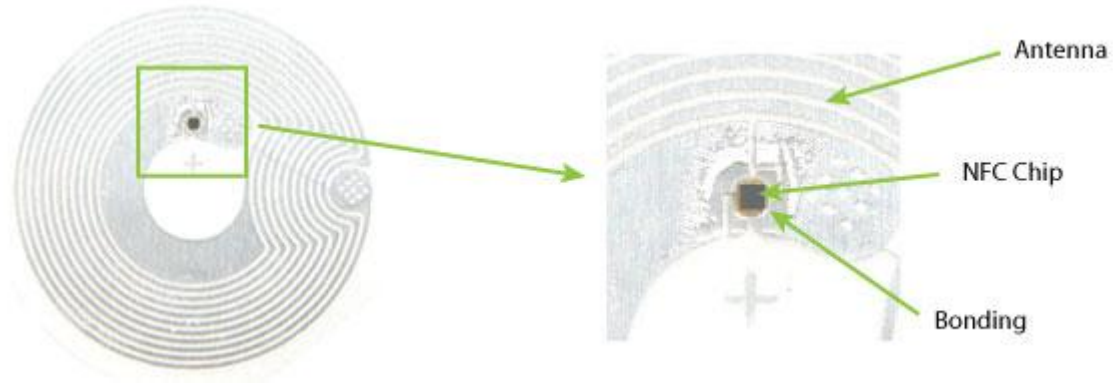
Häufigste Fälschungen



aeternity.com | [@aeternity](https://t.me/aeternity)



kryptokrauts.com | [@kryptokrauts](https://t.me/kryptokrauts)



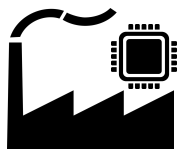
COMPACT

CHEAP

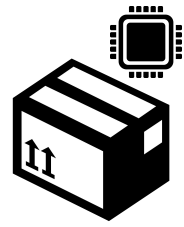
BATTERYLESS

Process proposed by
Common Criteria EAL5+

Manufacturing



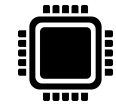
Key Generation



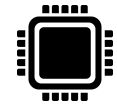
Compute



Personalise



Activate



Production

Pre-personalisation

Package

Personalisation

Customer

Provisioning Process





1. Read publicKey from the chip
2. Smartphone generates random message
3. Ask watch to sign the random message

IDENTIFICATION



1988-limited.rolex.aet



1995-limited.rolex.aet



2019-limited.rolex.aet



Call verifyItem-function of SmartContract:

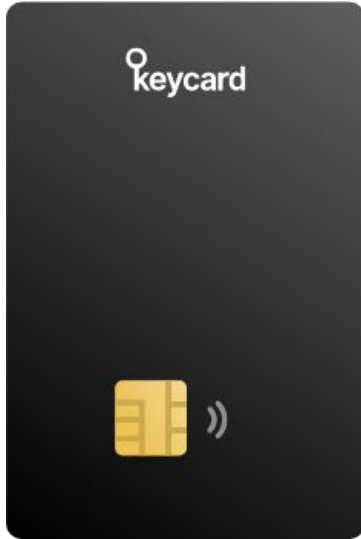
- publicKey
- message
- signature (from identification process)

VERIFICATION

Verification Process



Demo



Using KeyCard by status.im
[@keycard_](#)

Why Blockchain?



2018-limited.rolex.aet

2019-limited.rolex.aet



2018-limited.louisvuitton.aet

2019-limited.louisvuitton.aet



2018-limited.nike.aet

2019-limited.nike.aet

- **No manipulation of ItemRegistries**
 - **Not even the manufacturer can manipulate**
- **ItemRegistries can be limited**
 - **It is only possible to add items**
 - **Items can't be removed**
- **Transparent and Verifiable**
 - **Everyone could build a custom app to verify items through the blockchain**
 - **It's only needed to know the AENS domain of a certain registry**



Why Aeternity?



AENS

Access contracts through domain names

- 2019-limited.rolex.aet
- 2019-limited.louisvuitton.aet



Generalized Accounts

Sign transactions using KeyCard (or other JavaCards) by using ECDSA based signatures instead of Ed25519

Functional SmartContracts

Functional and secure SmartContracts with useful built-in functions like verification of ECDSA based signatures



Customer Segment



**Luxury
Goods**

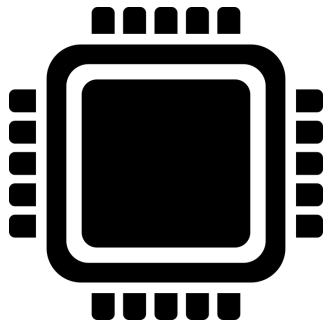


**Medical
Products**

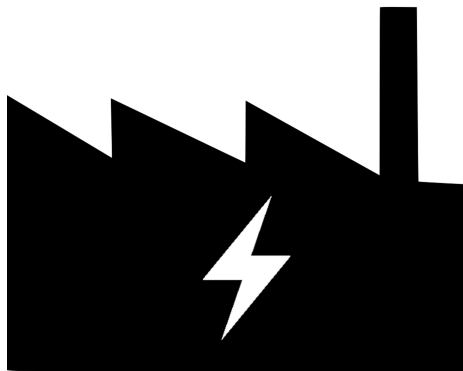


**Supply
Chain**

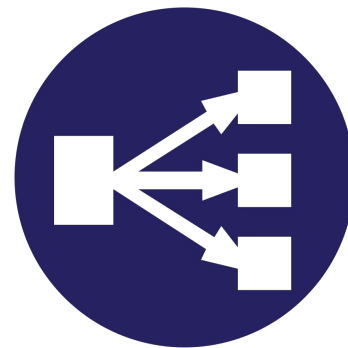
Revenue Stream



Hardware



Personalisation



API Services



Any questions? Contact us! :-)

- [@kryptokrauts](#)
- [@marc0olo](#)
- [@nandanito](#)
- [@hayku06](#)



Make Brands Original Again!

