[PRINTED MEMORY LABELS/XEROX AND THINFILM]

TITLE	Xerox and Thinfilm unveil electronic labels that have data storage capabilities
COMPANY / ORGANIZATION	
KEYWORDS	Printed electronics, smart, memory, secure
INDUSTRY AREA(S) AFFECTED	**Point of Purchase – Retail** **Counterfeit prevention** **Supply chain monitoring**
ISSUE ADDRESSED	The counterfeit industry is worth hundreds of billions of dollars, and continues to be a costly problem for both companies and consumers. Traditional anti-counterfeiting techniques such as invisible ink, holograms and RFID tags can be copied, and often come with an expensive implementation cost.
SOLUTION	Partnering with Thinfilm, Xerox has introduced two new printed electronic labels that can record and collect data about the authenticity and condition of products. The first label, named Xerox Printed Memory, is a highly secure printed label containing up to 36 bits of rewritable memory, which can store up to 68 billion points of data. The stored information can be used to determine if a product is genuine or track how it was handed during distribution. The second label, named Xerox Printed Memory with Cryptographic Security, contains the same features as the above, but also contains a unique encrypted printed code (e.g. a QR code) to the memory. This version of Xerox's Printed Memory can only be read by authorized personnel using a reader that interfaces with a smartphone application. This version is intended to be used in applications such as the tracking and safety assurance of pharmaceuticals, or used by government agencies to secure tax or duty stamps.
EXPECTED BENEFITS	**Secure, cost effective counterfeit prevention:** Xerox and Thinfilm's Printed Memory labels makes it possible to ensure the integrity of a product from the time it leaves the factory through various distribution channels, to the time reaches the customer. Additionally, Printed Memory is inexpensive and difficult to counterfeit as every label is uniquely encrypted, whereas typical anti-counterfeiting technologies often lack unique encryption while being expensive to implement.
CASE LINK	AIPIA, *Xerox adds 'printed memory' labels to range* http://www.aipia.info/news-Xerox-adds-printed-memory-labels-to-range-479.php Xerox, *Xerox Launches Printed Memory Products to Combat Counterfeiting* https://www.news.xerox.com/news/Xerox-Launches-Printed-Memory-to-Combat-Counterfeiting

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