

# KayCode for BioProducts

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# What is KayCode?



KayCode is a special QR-Code that can't be forged and gets irrevocably connected to the product and to a dedicated website that holds the information about the product currently scanned from the user.

**KayCode is the SSL of things!**  
A new dimension in brand protection



# How to print and apply KayCode?



KayCode can be printed with any common printing technology like.

The additional cost for the application of a KayCode into an already serialized label are somewhere between marginal and zero.

The equipment for printing and reading is available or already in place.

# How to use KayCode ?



Customers have their smartphones always close at hand and they use them to chase offers, to collect points & benefits and to buy online.

Eco-customers focus on trusted and reliable news about organic products -they even use multiple sources of information- and act according to latest information.

Current QR-Code do not provide such information.

KayCode offers so much more with the known and widespread technology.

# How to use KayCode?



KayCode looks and works like a QR-Code.

But it links directly to valuable information which are searched by the customer in this moment:

- a) Place of origin for the product in his hands
- b) Ingredients and product analysis
- c) Recalls or important situative information
- d) How-to videos, recipies or storage information
- e) Instant warning about product piracy or counterfeit
- f) Direct feedback channel for 1:1 end-customer communication or instant re-buy

# How to use KayCode ?



Any KayCode scan is tracked by the server-software and gets measured by means of date, place, device and many other parameters.

By doing that KayCode can offer new ways in customer communication and counterfeit prevention.

On top marketing-analysis are getting possible, that have been unthinkable ever since.

# How to use KayCode ?



KayCode comes at the size of a postage stamp and is printed into the current label or applied as a small sticker.

KayCode is the enhancement or a replacement for outdated technologies like holograms, seals, or barcodes.

KayCode is safe & offers more functionalities than all other technologies so far.

# How to use KayCode ?



## 3 easy steps to your KayCode

1. Register your company mail to: marc.messer@laterne.de
  2. Data is checked from LIT / KayCode
  3. SEPA debit advice mandate to LIT / KayCode
- We upload your data to [www.kaycode.eu](http://www.kaycode.eu)
- You get 1000 KayCodes for your first product
- The service is already in test-mode



# KayCode – The business



KayCode –

consumer behaviour analysis – 24/7

The constantly growing amount of high quality data direct from the field is tracked and processed in realtime.

Recognition of:

Opinion leaders

Usage profiles

Trends

User- and peer-groups

KayCode – 24/7 realtime market reseach

# KayCode – The business



KayCode offers any producer an easy & professional way to protect their products against counterfeit and to enhance customer communication.

We trace worldwide any use of a KayCode and detect your customers or misuse.

These information is of great value for your marketing and offers state of the are brand protection.

KayCode – Traceability for everyone

# KayCode – Facts:



Any **smartphone** or tablet with a QR-code app is ready for KayCode

**No special printers or readers needed**

**The expensive part of the infrastructure is already installed worldwide**

**> 3Bn smartphones  
& mobile internet**



**KayCode is ready !**

# KayCode – Facts:

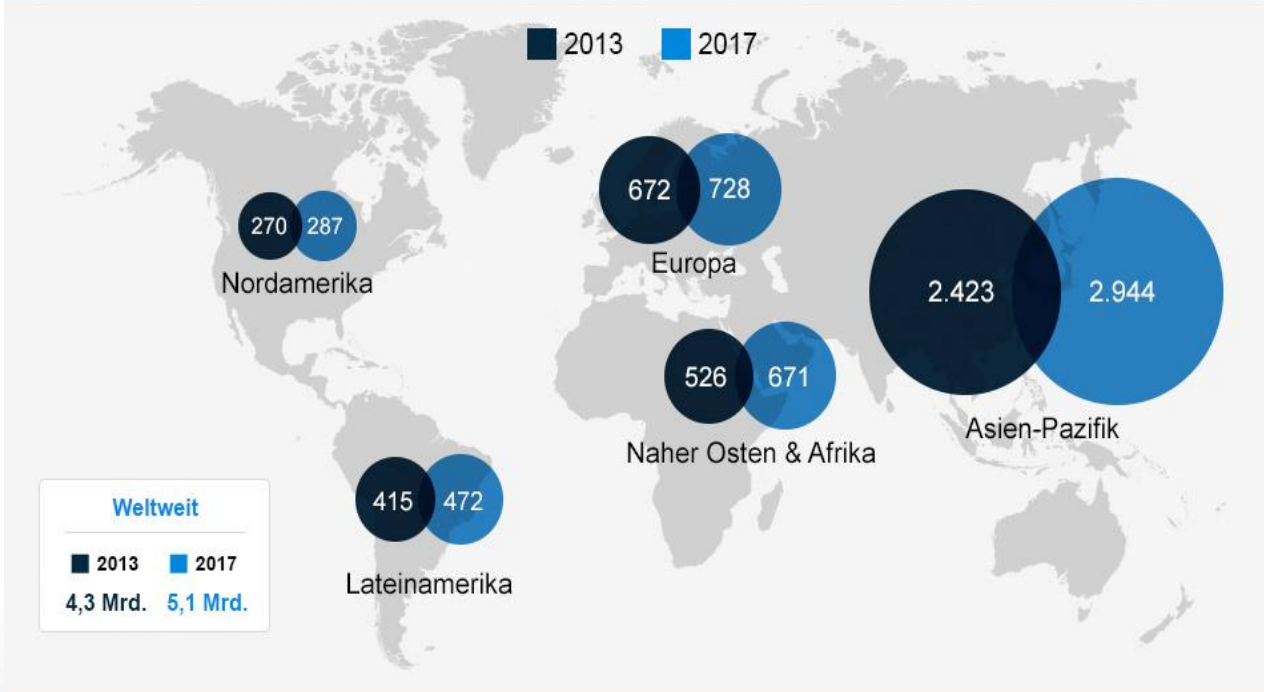


## 5 Bn readers available in 2017

### 5 Milliarden Mobiltelefonierer in 2017

Geschätzte Anzahl der weltweiten Mobiltelefon-Nutzer (in Millionen)

2



# KayCode – Vision:



What if....

- ...the EU will demand a traceability system for pharmaceuticals?
- ...the counterfeiters will switch to lower priced goods? <sup>1,7,8</sup>
- ...the FDA will ask for a traceability system of baby milk powder?
- ...the first global food concern will offer such a service?

Already....

- ...the EU established a law about traceability already (2011/62/EU).
- ...the counterfeiters have already switched to lower priced goods. <sup>1,7,8</sup>
- ...the FDA thinks about demanding traceability.
- ...KayCode can manage recalls today.

<sup>1</sup> [Produktpiraten setzen zunehmend auf günstige Produkte](#)

<sup>7</sup> [Wundersame Weinvermehrung \(FAZ\)](#)

<sup>8</sup> [Prosecco im Handel billiger als beim Hersteller \(Zeit\)](#)

# Contact



## Dipl. Kfm. Marc O. Messer M.A.

Head of Sales | Leiter Vertrieb

Flugplatzstrasse 78a  
90768 Fürth  
Tel: +49 911-97928672  
Mob: +49 177-6637737  
E-Mail: [marc.messer@laterne.de](mailto:marc.messer@laterne.de)



## Martin Hildebrandt

CEO | Geschäftsführer

Bahnhofstraße 37  
31655 Stadthagen  
Tel: +49 5721 6996  
E-Mail: [martin.hildebrandt@laterne.de](mailto:martin.hildebrandt@laterne.de)



## General contact

Laterne Informations-Technik M. Hildebrandt e.K.  
Bahnhofstraße 37  
31655 Stadthagen

Tel. +49 (0) 5721 6996  
Fax. +49 (0) 5721 6512

Certified IT Business Consultant  
Von der IHK Hannover öffentlich bestellter und  
vereidigter Sachverständiger für Systeme und  
Anwendungen der Informationsverarbeitung

# Cost:



## How much is it to get what kind of protection ?

### KayCode registration and usage:

- 49.- € One time registration-fee for your company with LIT (VAT-ID, legal documents, telephone-bill, full contact details)
- Up to 1000 KayCodes for your first product are included.
- Online registration for each product 75.- €
- Online registration for a version of an already registered product 25.- €
- Price per KayCodes declines from 1ct to 0,2ct per code
- SEPAeasy (a clever helper for your invoice-billing to end-customers)
- Comming soon : SEPA debit services

**We are looking for 10 test-customers! – Apply online:**

**[www.kaycode.eu](http://www.kaycode.eu)**

**Your advantage in customer communication  
& counterfeit protection !**

# Cost:



## How much is it to get what kind of protection ?

### KayCode registration and usage:

KayCode		
Number of codes per product	Price / KayCode	Cost
1.000	1 ct	10,00 €
10.000	0,9 ct	90,00 €
100.000	0,8 ct	800,00 €
1.000.000	0,6 ct	6.000,00 €
10.000.000	0,4 ct	40.000,00 €
100.000.000	0,2 ct	200.000,00 €
New product		75,00 €
Version of a.m. reg. product		25,00 €
Registration fee / company	lifetime	49,00 €





# Sources:



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# Sources:

[www.warc.com](http://www.warc.com) &

[McKinsey Global Media Report 2013](#)



A report on Warc's adspend and economic forecasts for the years ahead.

- Adspend around the world is set to see consistent growth over the years to 2015, reflecting a general improvement in the broader economy, according to latest forecasts from Warc.
- Overall, adspend is predicted to increase by +5.2% in 2014, reaching \$554.5bn at current prices for the year.
- This is a significant jump from 2013's growth rate of 3.2%, and is set to be reinforced by another strong year in 2015, during which global adspend is forecast to rise by a still higher 5.5%.
- The report concludes with forecasts for individual regions.



# Sources:



## Mobile advertising: Outlook & Vision

### Consumer Acceptance on Mobile Advertising

- 47% of mobile consumers want retailers to send coupons to their devices when they are in or near the store
- 53.2M US consumers will use mobile coupons by 2014
- 49% of US smartphone owners have used mobile coupons on their devices, compared to 10% for tablet owners

Clearly this is booming and despite what we may think intuitively consumers are fairly receptive to mobile advertising – especially when it is contextual.

*Sources: BIA/Kelsey, 2014; Flurry, 2014; Loyalty360; Business Insider*

## KayCode is as contextual as it gets