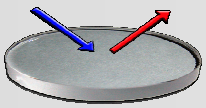
Winwatch
It's Time for RFID

BULLETIN N° 1



COMPANY NEWS

CONTHEY, SEPTEMBER 2008

STOP HIGHLIGHTS

TRANSPARENT RFID EPC TECHNOLOGY IS FOR NOW

WINWATCH HAS SUCCEEDED IN DEVELOPMENT OF TRANSPARENT RFID/EPC TECHNOLOGY INTEGRATED ON SAPPHIRE OR MINERAL WATCH GLASS AND DOES FULFILL THE REQUIREMENTS OF LUXURY WATCH INDUSTRY AGAINST ILICIT TRADE (Product Authentication)

After having built a strong Patent and Design Portfolio, Winwatch has successfully concluded R&D activity and hardware/component development late this summer 2008, resulting in next generation transparent UHF-RFID tags (860-960MHz) based on a well established worldwide EPC standard, working in a non-obtrusive (covert or overt) and cost-effective manner on almost any metallic luxury watch.

The following Checklist in comparison with analysis made by SToP project partners on technical, business & regulatory requirements for a product verification system in different types of industries (D1.2. Description of technical and organisational requirements for product authentication solutions).

www.stop-project.eu/

www.epcglobalinc.org/standards/

WINWATCH IS READY — IT'S TIME FOR RFID

Winwatch is pleased to announce immediate availability of its proprietary and proven technology, and will now enter the fast-growing RFID market by track & trace and product authentication consultancy & pilot activities.

Do you want to know more about Winwatch's latest near transparent tag prototypes and booster antennae based on EPCGen2 standard now available for intern tests and pilots?

Please feel free to contact us with any questions you may have. We stay at your entire service for a convincing demo/ presentation too.

CONTACT

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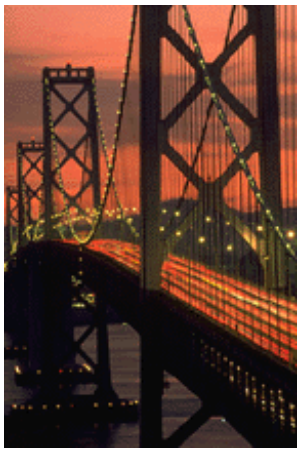
BUSINESS OBJECTIVES

Winwatch's Solution is ready!
(based on EPCGen2 standard)

The system must contribute towards improved brand protection	(Primary)	☑
The system must allow a none brand-expert to identify a fake product fast and easy.	(Primary)	☑



The bridge to the success

OBJECT AUTHENTICATION

The system must be able to authenticate different kinds of products including: watch, clock, jewellery, pen, accessories, leather goods, eyewear, perfumes, cosmetics, wines and spirits.	(Primary)	☑
The system must be able to authenticate one metallic good at a time.	(Primary)	☑
The system must be able to authenticate multiple leather goods at once.	(Secondary)	

«Transparent RFID/EPC Technology integrated on sapphire or mineral watch glass»

LOCATION

Products can be authenticated in the manufacturer's premises, in a partner company, at the point of sales, in after sales services, by private investigator, and in customs.	(Primary)	☑
Products can be authenticated by the end-user/consumer.	(Secondary)	☑+

+ Consumer Info with **EPC Symbol**

http://www.epcglobalinc.org/consumer_info/home

LEVEL OF AUTOMATION

Products can be authenticated with or without human oversight.	(Primary)	☑°
System can authenticate several leather goods in few seconds in bulk mode.	(Secondary)	

° Product can be authenticated without human oversight by apposing an adapted proprietary **Booster Antenna**.

Transparent antenne in the middle of the glass

PROCESS & ENVIRONMENT

Winwatch's Solution is ready!
(based on EPCGen2 standard)

The security features must resist temperature range from -20C to +80C without becoming permanently non functional.	(Primary)	☑*
The security features must resist physical stress of pressing, water proof and dry cleaning without becoming permanently non functional.	(Primary)	☑
Only an individual number can be visible on a product, other security features must be covert (no aesthetic impact).	(Primary)	☑
Security features must be active all along the life cycle of the product till product destruction, which can be from 1 to 100 years.	(Secondary)	☑*
The security features must be resistant to after-sales operations (repair, polishing, and component exchange).	(Secondary)	☑

* EPC UHF Gen 2 RFID Chips max. ≅ 50-year retention and 100,000 write cycle endurance and an operating temperature range from -40 to +125°C

Internet of Objects

OTHER AUTHENTICATION FEATURES AND NEEDS

Tampering of the security features must be identifiable.		☑
The system must provide flexibility regarding authentication methods and technologies, user input, access levels, output, and decision process.		☑
The security feature must be upgradeable if a feature is copied or cracked.	(Secondary)	☑
Product's identifier is not readable without the user's consent.	(Secondary)	☑+
The system must know the allowed sales locations of products to detect diversion.	(Secondary)	☑
The anti-counterfeiting system must be linked to supply chain management system to allow data transfer.	(Secondary)	☑

+ Consumer Info with **EPC Symbol**

http://www.epcglobalinc.org/consumer_info/home

«The requirements of luxury watch industry against illicit trade are now fulfilled»

Transparent Booster Antenna

Source: SToP - Stop Tampering of Products - http://www.stop-project.eu/

Visit our Web site
www.winwatch.ch

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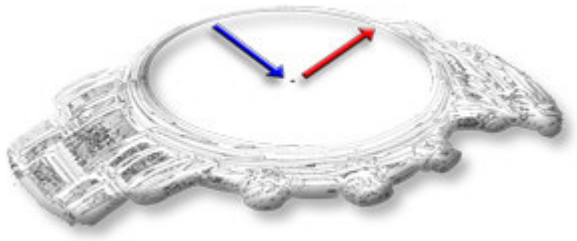


ABOUT US

Winwatch develops and licenses intellectual property and provides pioneering RFID solutions to a variety of watch brands. Winwatch's licensing program is related to RFID technology in wristwatches developed from a strong but still growing patent portfolio.

Winwatch brings its expertise and its specific knowledge to a high branding customer base, pursuing in particular the goal of placing tags built on RFID-technology in watch glasses, watch hands or hand axis, opening a wide variety of new functions and applications for the watch industry:

Supply Chain
Track & Trace forward & reverse supply chain, product life -cycle management, after-sales services, repair & guarantee services

Product Authentication
Anti-counterfeiting, brand management

Advanced Customer Services
Loyalty and Fidelity programs, membership, Co-Branding

WINWATCH IN THE NEWS

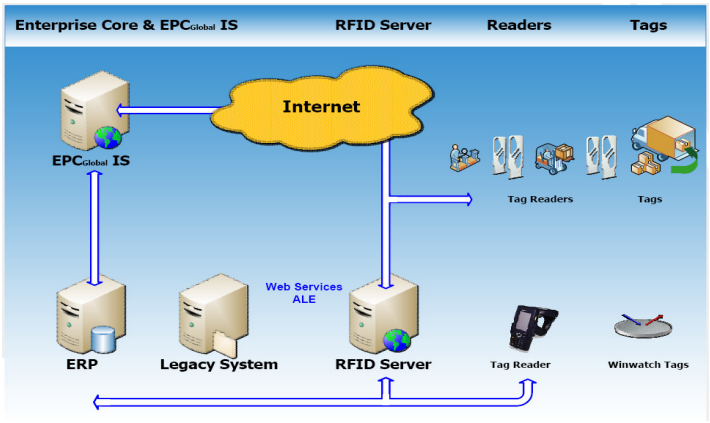
Winwatch is one of 100 worldwide cases assessed in the report 'Item Level RFID 2008 -2018' published Jul. 1, 2008 – 453 pages by IDTechEx Ltd.

July 1, 2008: Winwatch's case study is on Chapter 7.5.15 of 'Analysis of Case Studies, Paybacks, Lessons, Technologies and Ten Year Forecasts'. IDTechEx provides business to business events, market research reports and consulting in high growth technology areas, namely printed electronics, RFID, thin film photovoltaic and smart packaging.

Item Level RFID 2008-2018 (RFID)

Major updates in July 2008

It used to be thought that item level RFID meant little more than tagging very low cost retail items - something to do last of all. However, it has become big business and far more profitable than many other RFID sectors because it gives excellent paybacks. In this report we assess over 100 case studies such American Apparel reporting sales increases by 15% to 25% with item level tagging.



Detailed forecasts are given including number of tag units sold over the next ten years, average tag price and tag value, in addition to systems value, resulting in a market worth $8.26 Billion in 2018. It describes the next wave of very large orders not for what is popularly believed and not where most of the industry predicts it will occur. Get ahead with this unique resource.

http://www.idtechex.com/research/reports/item_level_rfid_2008_2018_000202.asp