Anti-counterfeiting and anti-piracy technology guide

https://euipo.europa.eu/anti-counterfeiting-and-anti-piracy-technology-guide

Encrypted Images

This technology works by incorporating encrypted information into photographs or the background of documents. The encrypted information, which is printed in encoded format, is not detectable by the naked eye. It only becomes visible when viewed through a special decoding lens (special viewer) or laboratory equipment (usually a scanner or video camera connected to a computer equipped with specific image processing software).



Used for

- Authentication

Suitable for

- Very small products
- Small products
- Medium-sized products

Goes on

- Product
- Packaging

Can be used for

- Physical products

Visibility

- Invisible

Reading device needed

- Yes

Connection to server

- Yes

Description

This technology requires a specific image encryption device to encrypt all or part of the data in an image. A marker algorithm indicates an area of the encrypted data, which is later saved (ideally) on a server. The encrypted image is then used as a marker on the product. An image decoder application takes the information from the server to decrypt the image.

Uses

Encrypted images are mostly applied to documents, cheques, paper valuables and travel documents. On passports, for example, personal information, such as the holder’s name or passport number, can be incorporated into the holder’s photograph; alternatively/additionally, the name of the country can be incorporated into the background of the pages.

Implementation

If you want to use encrypted images, you will need to install the dedicated software programs required to generate them and adapt your production, printing and/or packaging process accordingly.

Cost

The costs associated with encrypted images vary according to how and where they are used. That said, they are generally in line with the costs of printing traditional images.

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