Anti-counterfeiting and anti-piracy technology guide

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

Security Holograms

The term 'hologram' is generally used to identify optical devices that work on the basis of variable diffractive images (diffractive optical variable image devices, or DOVIDs).

Holograms are true optical devices: the visual effects of the images they show change as the lighting and viewing angle vary. It is precisely by varying the viewing angle that three-dimensional images are created.

Holograms are created using a photographic technique that records the light scattered from an object and then presents it in a way that appears three-dimensional (holography). Holograms cannot be reproduced by colour printers, scanners or cameras. Their complexity can be increased by inserting several images and effects.

Holograms have several fields of application, from visual arts and decoration to security. In the field of anti-counterfeiting, holograms are used to authenticate products. Successful authentication of a hologram requires knowledge of the original hologram, which is used as a comparison. Any difference between the two could mean that the hologram being examined might be counterfeit, and so each change or update needs to be considered.

*The information contained in this site is of **general** informational nature and does not constitute legal, consulting or any other **professional advice or guidance**. The information contained in this site is provided on an 'as is' basis with **no guarantee of completeness**, accuracy, usefulness or timeliness and without any **warranties** of any kind whatsoever, express or implied, including but not limited to warranties of performance, merchantability and fitness for a particular purpose. The use of the information is at the user's own risk and the EUIPO does **not guarantee any specific results** or outcomes based on the use of the information provided on this website. The search results are **not presented in any order of recommendation** . This website contains links to **other third-party websites**. Such links, which are free and publicly available, are only for the convenience of the user or browser; the EUIPO does **not recommend, endorse**, warrant, or assume liability of the content or practices of these third-party sites. The EUIPO may update, modify, or remove any information on this website without prior notice. It is the user's responsibility to stay informed of any changes.*