
Anti-counterfeiting and anti-piracy technology guide

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Electronic Technologies

Electronic anti-counterfeiting technologies all involve associating electronic data devices with goods in one way or another. These devices enable the goods to be uniquely identified, authenticated and tracked, either by providing specific product information themselves or providing access to a database where the relevant data is stored.

There are five types of electronic anti-counterfeiting technology, but the most widespread are those based on radio frequency identification (RFID) and near field communication (NFC) devices, which perform remote recognition of objects, animals or people.

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