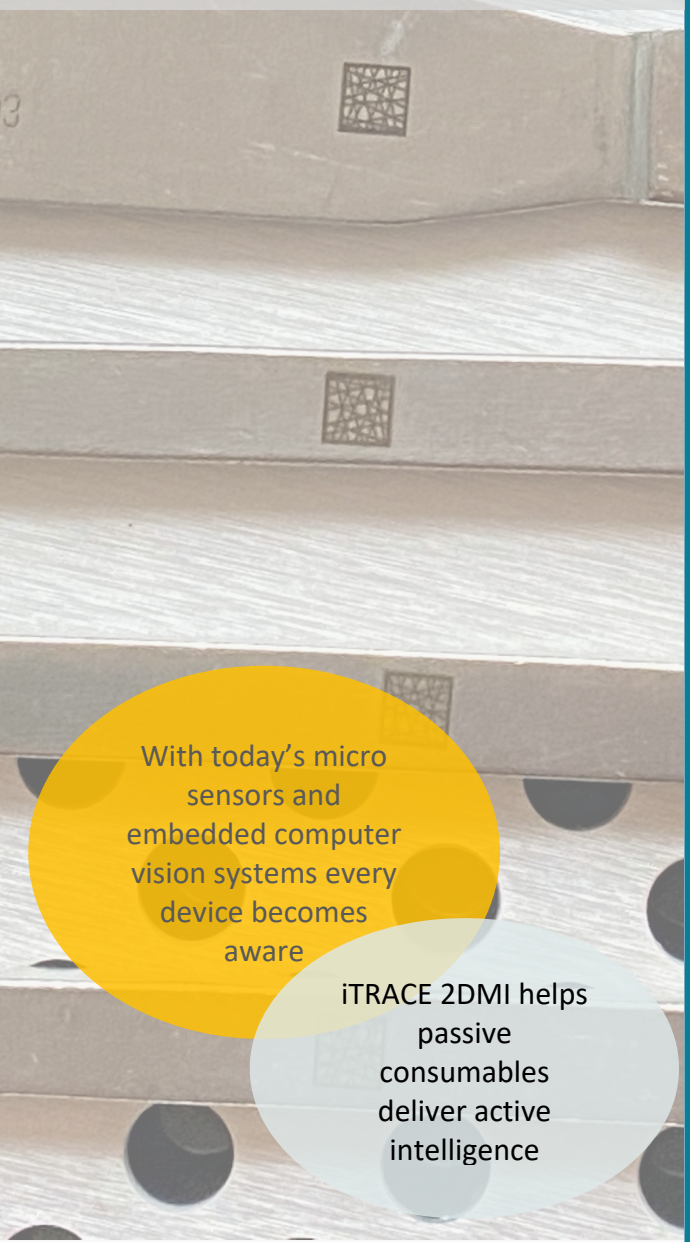
Embedded System Intelligence for Track, Trace and Authentication

From manufacturing to the operating room, iTRACE Medical enables unique identification of individual MedTech consumables, medical instruments and implants delivering:

- Visibility
- Configuration
- Provenance
- Efficiency
- Analytics & reporting
- Authentication

All through a simple embedded sensor and iTRACE 2DMI mark



COMPLEX PROBLEMS

Many complex MedTech systems and devices have intelligence built in but the consumables they use remain disconnected from that intelligence. Many devices lack the real-estate or environment to support RFID & NFC technologies or the use of these technologies is too expensive for the volumes involved. The challenge then becomes how can the passive consumable become intelligent enough to communicate to the device without adding cost and complexity.

MASSIVE IMPACT

Adding intelligence to the consumable components of medical devices allows them to deliver additional data and functionality that may not have been possible before. Once the consumable can be uniquely identified as individual component it can deliver insight and flexibility that generates data and enables new functionality. Consumables or components that can be uniquely identified can configure systems appropriately, provide provenance, visibility and use data as well as preventing counterfeit and grey market activity. Understanding a consumable's UID and provenance enables the device to be more intelligent and act on the information in many different ways.

EMBEDDED SOLUTION

Every major device manufacturer has tried to solve this problem with technologies such as RFID, Barcode, QR-Codes and Datamatrix codes. For many reasons these technologies are just not suitable in these difficult environments. As a vector based code iTRACE 2DMI works in a very different way and has proven to be more robust, secure, easier to deploy and far more cost effective for high volume Unique Identification (UID) in constrained device environments.

READY FOR SUCCESS

iTRACE 2DMI is deployed across multiple industries including Aerospace, Automotive, Luxury Goods, CPG and Medical Device. Over 150 million units have shipped globally and 2DMI has proven itself as an indispensable UID, tracking and security tool to the companies that use it. This technology is now being embedded into MedTech devices to improve the visibility and provenance of consumables in the supply chain. iTRACE 2DMI along with the iTRACE MedTech Computer Vision Framework enables rapid prototyping and deployment in any application to solve complex problems with simple solutions.

"The brand protection program we put in place with iTRACE was so successful that we felt compelled to extend its use."
Rob Wilson - Senior Vice President Global Operations of Fossil

"When we looked at all of the technologies available for mobile device authentication, iTRACE 2DMI® stood out as the most secure, robust and cost-effective"
James Wood — Technical Director Digital Print & Brand Protection at CCL Design UK

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