

Bsecure Ltd.

Machine-readable counterfeit protection

Description. Bsecure markets the SecuSystem machine-readable counterfeit protection system, which is based on introducing unique security features, or “signatures”, into printed items. Bsecure was founded in 1999 as a subsidiary of Pitkit Printing Enterprises Ltd., a publicly traded Israeli manufacturer of self-adhesive labels and related products.

The presence or absence of the security feature on a protected item is determined by the use of a compact, battery-operated lightweight reader. If more than one type of security feature is in use, the reader can be programmed to display which, if any, of the security features is present.

Bsecure develops complete systems for counterfeit protection. For protection of valuable documents (currency, credit cards, checks, transit tickets, stock certificates, passports, etc.), the ink containing the security feature can be printed directly onto the document. For protection of products (apparel, designer accessories, consumer electronics, pharmaceuticals, medical devices, machine and electronic parts, jewelry, cosmetics, sporting goods, etc.), the ink can be incorporated as part of the regular process for printing security labels or packaging material.

Bsecure is the sole supplier of its proprietary ink and the company supplies its secure labels and features; other printers must undertake rigorous security controls and special training before being granted permission to produce Bsecure features. Such features may be incorporated into transportation tickets by the ticket printer or onto cartons as printers are currently doing for a large industrial customer with worldwide plants.

Based on Bsecure’s expertise and knowledge, its latest development is an inexpensive pen-shaped device for authenticating U.S. \$20, \$50 and \$100 bills - the B\$URE dollar authenticator. The device maybe a stand-alone item for point of sale authentication of bills, or it may be incorporated into cash registers, gaming and vending machines.

Bsecure also manufactures security tapes for authentication and for tamper protection. The tamper evidence technology is based upon the overt imprint of a material. When the tape is removed from the package the imprint changes so that the eye can see that the tape has been removed. The authentication feature is based upon SecuSystem's security ink.

Competitive Advantage. SecuSystem combines an extremely high level of counterfeit protection with ease of use and low per-unit cost

Market. Bsecure’s market is brand owners, issuers of valuable documents, handlers of large amounts of currency. Bsecure seeks to market counterfeit protection systems to three marketing segments:

1. complete systems to brand owners
2. complete systems to issuers of valuable documents
3. equipment for checking currency to handlers of large amounts of currency

Approach to Market. Bsecure seeks marketing partners to introduce SecuSystem to potential customers. Bsecure provides complete technical and marketing support. Bsecure has sales in Europe and limited sales in America. The company seeks to quickly grow this business.

Bsecure Ltd.

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■ KEY PERSONNEL

Mr. Gideon Fishman, CEO

Founded Bsecure’s parent company Pitkit Printing Enterprises Ltd. in 1967 and has directed the company and its subsidiaries since that time, M.Sc. political science, economics and business administration from the Hebrew University, Jerusalem.

Dr. Aryeh Levin, CTO

Joined Pitkit in 1989; inventor and developer of SecuSystem counterfeit protection system; Director of Celight Ltd. – Israeli optical communications startup (1999-2002); Senior Scientist at Nuclear Research Center – Negev (1973–2003).

B.A. Columbia University, New York, M.A., Yale University, Ph.D. in physics, Hebrew University, Jerusalem.

■ COMPANY STATUS

Ownership: Pitkit Printing Enterprises Ltd., a publicly traded Israeli manufacturer of self-adhesive labels and related products – 87%
Others including employees – 13%

Development Status

SecuSystem has worldwide sales for both brand protection (including designer clothing and athletic shoes, cigarettes, alcoholic beverages, machine parts) and document protection (including passports, ID cards, driver and vehicle registration, travel tickets).

The B\$URE dollar authenticator is not yet in the market.

■ INTELLECTUAL PROPERTY

Patent: Patent for the B\$URE dollar authenticator is pending.

■ CONTACT INFORMATION

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