micro authentication

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ARmark Authentication Technologies, LLC Partners with Smiths Detection
Introduces IntelliMark Technology for Brand Protection

GLEN ROCK, Pa., (August 4, 2009) – ARmark Authentication Technologies, LLC, announced today a partnership with Smiths Detection to launch IntelliMark™, a complete system for verifying genuine brand and product authentication for consumer goods, secure documents, food and apparel.

The IntelliMark product identification system features ARmark's microscopic ®mark® covert markers that are integrated into products and then viewed and identified with Smiths Detection's IdentifyIR™ and IlluminatIR™ instruments. IntelliMark offers investigators a secondary level of verification through Smiths Touchback spectral reading and confirmation service.

In a particle smaller than the diameter of a human hair, ®mark covert marker technology can contain multiple layers of information, including text and art. These markers are specifically designed for each customer and seamlessly integrated into existing manufacturing processes. Some examples of delivery methods are: aerosols, inks, overprint varnishes, papers, adhesives, and films. These custom-designed markers can be applied directly to a variety of goods to enhance brand owner protection while preventing piracy and counterfeiting.

"ARmark is very pleased to announce this new partnership with Smiths," said Jeff Robertson, General Manager of ARmark. "The IntelliMark system allows for an extension of detection capabilities beyond optical detection. Combined with the capability of Smiths Touchback system, IntelliMark now brings a complete information service to brand owners regarding their product supply chain."

Smiths Detection is part of the global technology business Smiths Group. It offers advanced integrated security solutions for customers in civil and military markets worldwide and is a leading technology developer and manufacturer of sensors that detect and identify explosives, chemical and biological agents, weapons, and contraband. Its advanced technology security solutions also include Smiths Heimann X-ray imaging systems, millimeter-wave technology and a specialist software supply business for the

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management of large sensor and video surveillance networks. Separate business units focus on related products for the life sciences, and food manufacturing industries. For more information visit www.smithsdetection.com

ARmark Authentication Technologies, LLC, based in Glen Rock, PA, develops custom authentication systems for brand protection, product surety and risk mitigation to fight global counterfeiting. Our technologies protect our clients' products with brand-owner-specific information so that the authenticity of these products becomes Indisputable. ARmark Authentication Technologies, LLC services a variety of industries, including but not limited to: pharmaceutical, medical devices, luxury goods, electronics, secure documents, food and apparel. ARmark Authentication Technologies, LLC is a wholly-owned subsidiary of Adhesives Research, Inc. For more information on ARmark Authentication Technologies, LLC and its products, call 1-717-227-5920 or visit www.rmark.org.

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