

A Qliktag Case Study

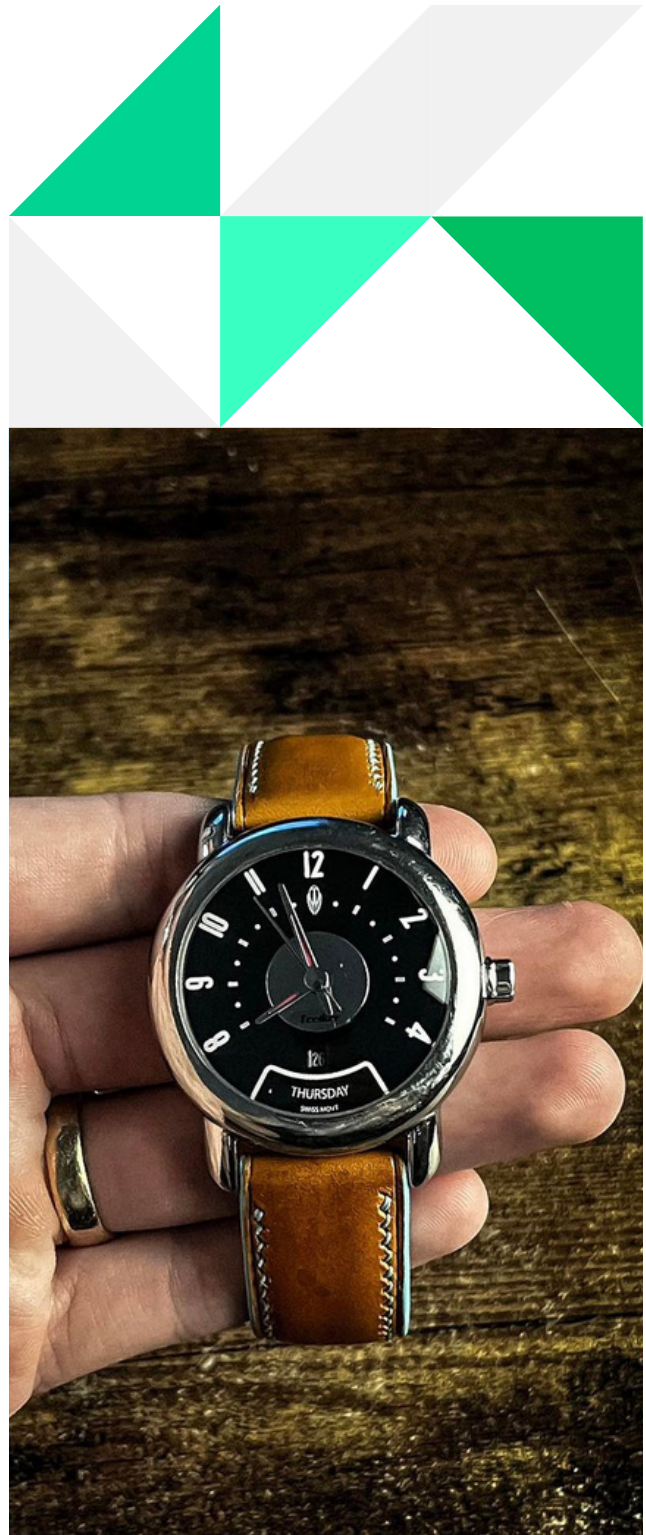
How California Luxury
Watch Brand Treiber
Timepieces Launched
Phygital Certificates of
Authenticity With Qliktag
Secure Unclonable NFC
Authentication



INTRODUCTION

Treiber Timepieces, a prestigious luxury watch brand based in California, takes immense pride in crafting exquisite timepieces inspired by classic American cars. However, the success and reputation of any luxury brand come with the challenge of safeguarding its integrity against counterfeits.

To address this concern, Treiber Timepieces sought a robust authentication solution that would not only allow customers to verify the authenticity of their watches but also ensure the brand's credibility.



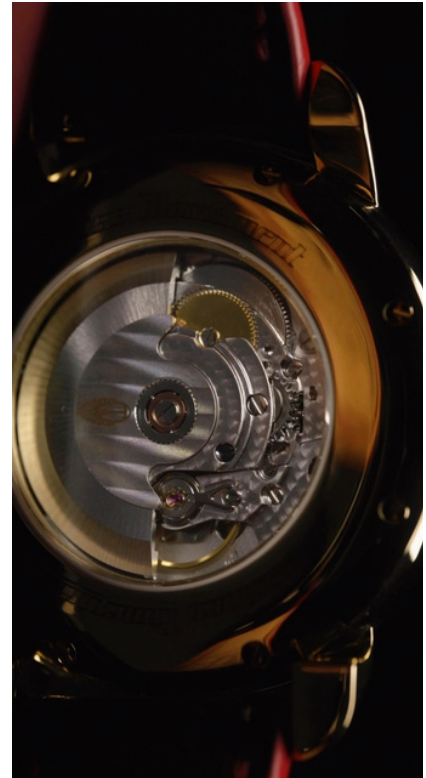
In partnership with Qliktag, Treiber Timepieces found the ideal solution in the form of NTAG 424 DNA Type-4 NFC chips embedded in a customized plastic card format which would be included with the watch as a certificate of authenticity.

CHALLENGE

Ensuring Authenticity & Ease of Use

Treiber Timepieces faced two critical challenges:

- **Ensuring Authenticity:** The brand needed a solution to authenticate genuine Treiber timepieces to protect customers from purchasing counterfeit replicas, which could tarnish the brand's image and lead to a loss of trust. It had to use a method that can not be cloned or replicated easily by counterfeiters.
- **Simplicity and Accessibility:** The authentication process needed to be user-friendly, requiring only a smartphone with native in-built capabilities. Customers should be able to verify their watch's authenticity effortlessly, without the need to download additional apps. Also they should be able to verify the authenticity both pre-purchase and also post purchase considering limited edition luxury watches can appreciate in value and be handed to new owners through their life time.



SOLUTION

The Qliktag NFC Authentication Solution

After careful consideration, Treiber Timepieces partnered with Qliktag, a leader in digitally connected physical things technology, to deploy a foolproof authentication solution for buyers. The solution involved the use of NTAG 424 DNA Type-4 NFC chips embedded within custom plastic cards similar to credit cards. These cards serving as certificates of authenticity, would accompany each luxury watch upon purchase.



IMPLEMENTATION

Integrating Qliktag's Authentication

The implementation process of the Qliktag NFC Authentication Solution was designed to be seamless and integrated into the existing production and packaging workflow at Treiber Timepieces. Here is how the implementation was carried out:

- **NFC Chip Integration:** The first step involved Qliktag producing and supplying Type-4 NTAG 424 DNA NFC chips embedded into the plastic cards. These chips are designed to generate dynamic random keys upon interaction with an NFC-enabled smartphone.
- **Serialization and Registration:** Prior to shipping, each Treiber watch received a unique serial number, which was then registered within the Qliktag Connected Things Platform. The relevant tag and card IDs were linked to the watch's serial number to enable individual authentication.
- **Secure Encoding:** The Qliktag Connected Things Platform generates secure links for each item which are then encoded within the Type-4 unclonable NFC tags, ensuring the highest level of data encryption and security.
- **Real-time Communication:** When a customer tapped the certification card with their NFC-enabled smartphone, the embedded NFC chip generated a dynamic and continuously changing random key. The smartphone then communicates the key received from the tag with the Qliktag Platform in real-time to verify the watch's authenticity and convey it back to the customer.
- **Instant Response:** Within seconds, the customer received a response from the Qliktag Platform, confirming whether the watch was genuine or potentially counterfeit. This instant verification instilled confidence and trust in the brand and the purchase. Any dynamic key or URL link generated is expired almost instantly so that it can never be copied or reused again making the process impossible to replicate.



IMPACT

Brand Protection, Trust & Increased Value

- **Brand Integrity and Trust:** Treiber Timepieces successfully mitigates the risk of counterfeit watches flooding the market. The implementation of the Qliktag NFC Authentication Solution in the form of “phygital” certificates of authenticity reassures customers about the brand's integrity, further cementing its position as a trusted luxury watch manufacturer.
- **Customer Empowerment:** With a simple tap of their smartphones, customers can instantly verify the authenticity of their purchased timepieces. This seamless and user-friendly process enhances the overall customer experience and satisfaction.
- **Counterfeit Prevention:** The dynamic changing random key and robust encryption offered by the Qliktag NFC solution makes counterfeiting Treiber watches nearly impossible. This serves as a strong deterrent to counterfeiters, protecting the brand's reputation and the interests of genuine customers.
- **Value Assurance:** The authentication solution adds tangible value to Treiber watches. The assurance of authenticity increases the perceived value of the timepieces, attracting more discerning buyers to invest in the brand.
- **Seamless Integration:** The implementation of the Qliktag NFC Authentication Solution was a smooth process that integrates effortlessly with Treiber Timepieces' production and packaging workflows. This ensured that the authentication cards could be seamlessly distributed to customers without any disruptions to the purchasing experience.





CONTACT US

QLIKTAG OFFICE

120 Newport Center Drive,
Suite 100,
Newport Beach, CA 92660

CONNECT

- Phone - +1 949-760-3888
- Email - info@qliktag.com
- Website - www.qliktag.com



CONCLUSION

Digital + Physical Brand Protection

Through their partnership with Qliktag and the implementation of the NFC Authentication Solution, Treiber Timepieces successfully protected its brand integrity, empowered its customers, and deterred counterfeiters. The integration of cutting-edge NFC technology in the form of NTAG 424 DNA Type-4 chips provided a secure and unclonable authentication process that elevated the customer experience.

By embracing this innovative solution, Treiber Timepieces further solidified its position as a luxury watch brand committed to quality, authenticity, and customer trust, ensuring its legacy. The implementation process was seamless, allowing the brand to focus on providing a remarkable experience for its customers while resting assured that their watches were genuine Treiber Timepieces, handcrafted to perfection.

The Qliktag NFC Authentication Solution became an integral part of Treiber's commitment to safeguarding the luxury and value associated with their timeless creations.



