

The closest thing you have to **currency**
is your **consumer coupons.**

Protect them well.



Coupons are among the most effective ways for you to attract new customers, build customer preference, and drive revenue. They have a broad appeal around the world because they offer the straightforward incentive of savings to the consumer, and a promise of brand growth to the manufacturer.

They're also a popular target for counterfeiters, many of whom use desktop scanners or copiers to misuse your brand.

To help you realize more benefits and fewer risks, DSS offers three cutting-edge tools within its AuthentiGuard® suite, designed to defend against today's sophisticated counterfeiters. Each of these technologies lets your brand shine through in your original coupons. In fact, each works with standard printing inks, and can be layered virtually seamlessly into your artwork. **All while protecting your image.**



AuthentiGuard® Pantograph 4000™

One of today's most powerful security measures for coupon production, AuthentiGuard Pantograph 4000 is your first line of defense against fraud. This next-generation void pantograph technology has proven to be the most technology effective across the widest range of copiers and desktop scanners.



1 Your original document or package contains hidden messages, which are nearly indistinguishable with the human eye.



How it works

- Embeds hidden warning words (such as "VOID") or images in your coupon
- Reveals hidden words or images when the coupon is scanned or copied
- Distorts and obscures the coupon's original artwork, such as logos, text, and barcodes

Key Features

- Works with a variety of your color specs, even one-color print runs
- Lets you customize your hidden messages
- Continually updated to work against the newest models of copiers and scanners

2 When the document is copied or scanned, the hidden message appear on the duplicate, making unauthorized duplication impossible and fast verification simple.



Save on DSS Technology!

Print the DSS coupon to receive **\$500 off**
from your next printing order of \$5,000 or more*!

*Coupon is located on the next page. Coupon is good for your next printing order over \$5,000.00 and does not include shipping or sales tax. Coupon must be presented with purchase. This is a one-time offer. Expires on 12/31/2011.

AuthentiGuard® Barcode Barricade™

The barcode on a typical coupon is often the key mode of authentication at the point of sale. Barcodes are also fairly easy to duplicate successfully using a current copier or digital editing software, so they're highly vulnerable to fraud. One of the newest innovations in barcode security, AuthentiGuard Barcode Barricade creates an easily readable original barcode that, if copied or scanned, will be rendered virtually impossible for a barcode reader to capture.

How it works

- Produces distortions in a copy or scan of the barcode
- Eliminates or diminishes the ability of a barcode reader to read a copied or counterfeit coupon when presented at the point of sale

ORIGINAL



Key Features

- Provides you with an original coupon barcode that's as readable as ever
- Works with current barcode formats
- Requires no extra consumables cost

1 Your original document is embedded with Barcode Barricade graphics.

COPY



2 When document is copied or scanned the graphics will block the barcode making the fraudulent copy easy to detect.

MANUFACTURERS' COUPON | EXPIRATION DATE: 12/31/2011

This coupon is good for
\$500
(Five Hundred Dollars)
Towards your next
DSS printing order

Consumer: Coupon is good for your next printing order over \$5,000.00 and does not include shipping or sales tax. Coupon must be presented with purchase. This is a one-time offer. Expires on 12/31/2011

DSS
SECURITY WISE. BRAND SMART.
28 Main Street East,
Suite 1525,
Rochester NY 14614



AuthentiGuard® Block-out™

AuthentiGuard Block-Out provides an added layer of security to coupons to eliminate the risk of counterfeiting that might be attempted using a high-end digital color copier. Part of a layered security printing solution, Block-Out creates a graphic element that prevent color copies from being made. When Block-Out is incorporated into your coupons, the only thing a would-be counterfeiter will produce is a severely distorted page. In fact, some copier models will refuse to produce any copy at all.

1 Your original document is embedded with Block-Out graphics.



2 When the document is copied or scanned, the embedded graphics cause the entire document to print out as solid colors or as severely distorted images.



How it works

- Incorporates a graphic element to the coupon
- Produces copies that appear all black, all one color, or severely distorted
- Prevents some high-end copiers from producing copies

Key Features

- Can be easily layered with other technology
- Works against broad range of current high-end digital color copier brands
- Technology supported by lower-end copiers and scanners

Find out more today.
1-877-276-0293

Your coupons are powerful customer loyalty tools—and revenue generators. Protect your image with a cost-effective investment in fraud deterrent technology.

About DSS

DSS (DSSsecure.com) provides comprehensive brand protection solutions to corporations, governments, and financial institutions around the world. From risk analysis and vulnerability assessment, to systems integration and monitoring, DSS offers the advanced tools and knowledgebase needed to protect the world's most valuable and at-risk brands. DSS's customized solutions are designed to protect against product diversion, counterfeit, theft, and other costly and damaging occurrences.

