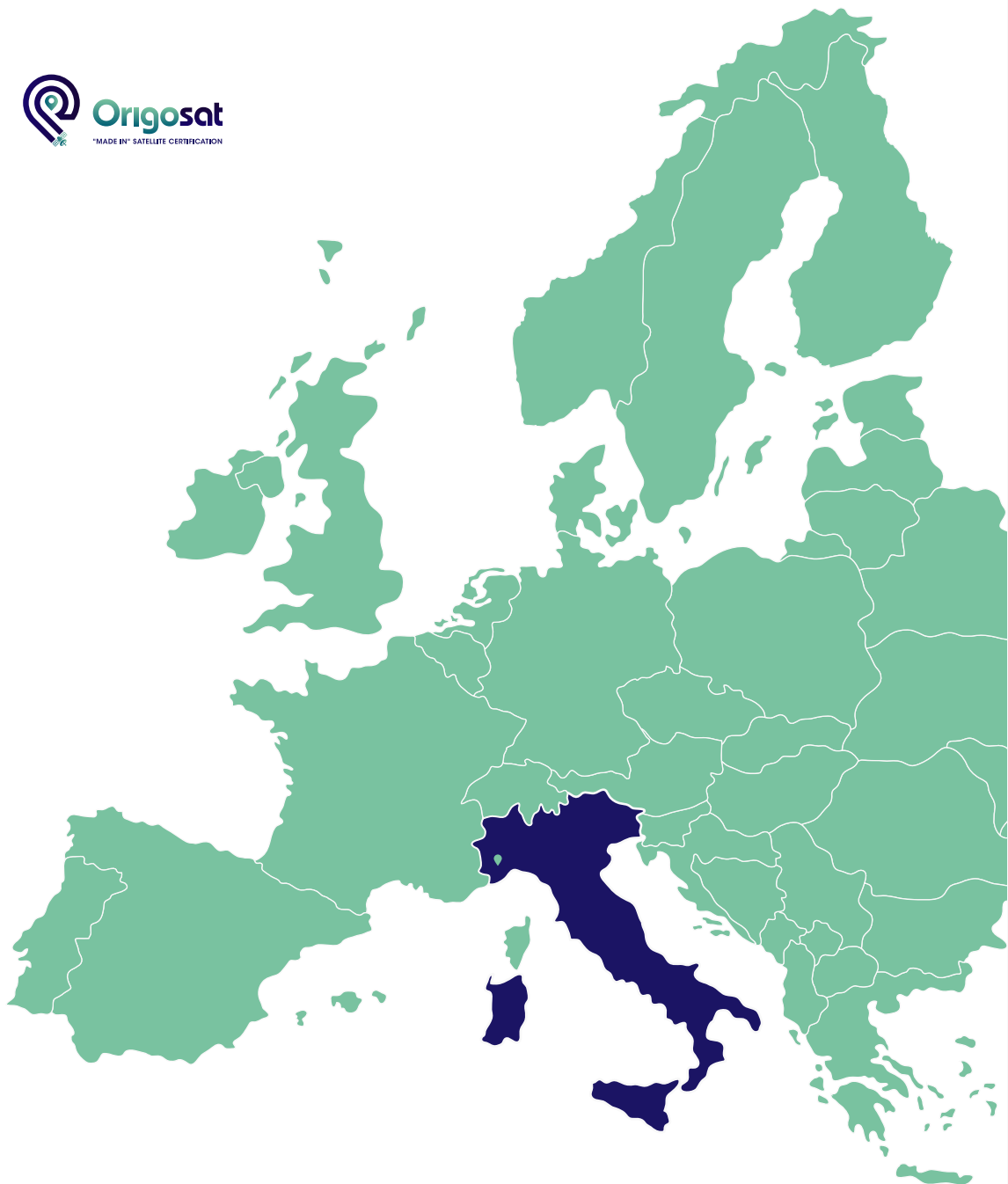




GNSS Smart Traceability and Antispoofing

**Satellite platform  
for certification of origin  
and traceability**



**Origosat®** offers to companies\* a service of **guarantee of origin and satellite traceability** of products with the aim of enhancing and defending them from the phenomenon of counterfeiting and of the Italian Sounding.

**\* Food & Beverage**

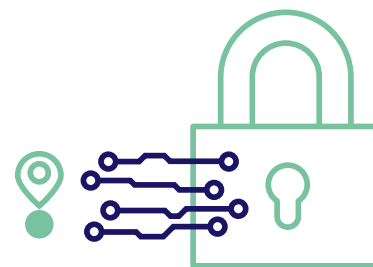
# Our mission.

**Defend, protect and promote the high quality** and reputation of Food & Beverage products from the risk of counterfeiting and similar-sounding phenomena, offering a **satellite certification of origin service** or one for the **traceability of the entire production chain.**



# The true guarantee of origin.

**Origosat® offers the state of the art of aerospace technology** for a «made in» traceability that is simple and guaranteed by satellite, automatic, **immediately usable** for those who produce and sell, with very low impact on the production chain and **free** for consumers.



The peculiarity and novelty of this method is the **extreme reliability of the signature: it is not replicable**, even by us of Origosat®.

It is generated only once, and only at the right time and in the right place.





# The Origosat® Team.



**Giuseppe Viriglio**  
*Chairman*



**Simone Tozzi**  
*Co-Founder &  
System Engineer*



**Ibrahim Osmani**  
*Co-Founder e CEO*



**Lucrezia Palummo**  
*Technical Manager*



**Cristian Ranallo**  
*Innovation & Marketing  
Manager*



**Gabriele Berardi**  
*Algorithm Expert*

# The impact of the Italian Sounding.

In recent years, Italian agri-food exports have experienced a significant increase, reaching a value of **41.8 billion** in 2018.

In spite of this, today even more than two out of three Italian products being sold worldwide actually belong to the Italian Sounding phenomenon.

The phenomenon of Italian Sounding is in fact constantly growing: according to Coldiretti, with a record increase of 70% over the last decade, the value of Italian agri-food fake in the world has risen to **over 100 billion**, which is equal to three times the value of national food exports.

**100** € **billion**

The turnover in euro of pseudo-Italian products in 2017.

**+70%**



The increase in value of Italian Sounding in the last decade.

**42%**

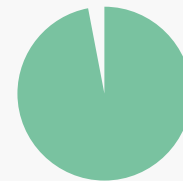


Ready meals, frozen foods, canned goods and seasonings that are pirated.

**300.000**

The jobs lost due to the market share subtracted from imitations of authentically Italian products.

**97%**



The fake pasta sauces among those sold as Italian.

**6 out of 10**

The pirated products of the Italian type.



**25,1%**

Dairy products of false Italian origin on the market.



# Value proposition.

1

Smart  
traceability.



2

Guaranteed  
products  
safety.



3

Ease of  
use.



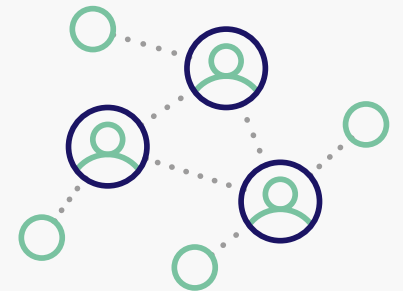
4

Real-time  
monitoring.



5

Digital consumer  
engagement.



# The importance of the collaboration.

Our technology, thanks to the collaboration with the **European Space Agency**, has developed the service by filing **two technological patents**.



## **Patent ref 102016000110784 of 3/11/2016**

A method and the apparatus for the validation of geolocation of the traceability data through freely accessible aerospace data.



## **Patent ref 102019000001135 of 25/01/2019**

The validation of geolocation and/or timing based on instants of broadcast of the aircraft tracking signals.

These patents aim to mitigate spoofing, jamming and meaconing threats, and to quickly and accurately certify the time and location information provided by GNSS.



# Debunking the clichés.

Who knows how much applying satellite certification to my product is going to cost me. Perhaps more than the product itself?

**Is that right? No!**

Unlike the constellations for telecommunications, Earth observation, meteorology and other services, the timing and geolocalization services provided by navigation satellites constellations are **open access** and totally free of charge.

Just think of the satellite signals used by the navigators installed on our Smart Phones, the geolocalized social networks or the navigators of our cars.

The satellite signals used by **Origosat®**, **organized and provided as a certification of origin and traceability service**, are, at the source, open access and free of charge. **Origosat® protects those signals from spoofing attacks thanks to the innovative and patented technology developed by us.**

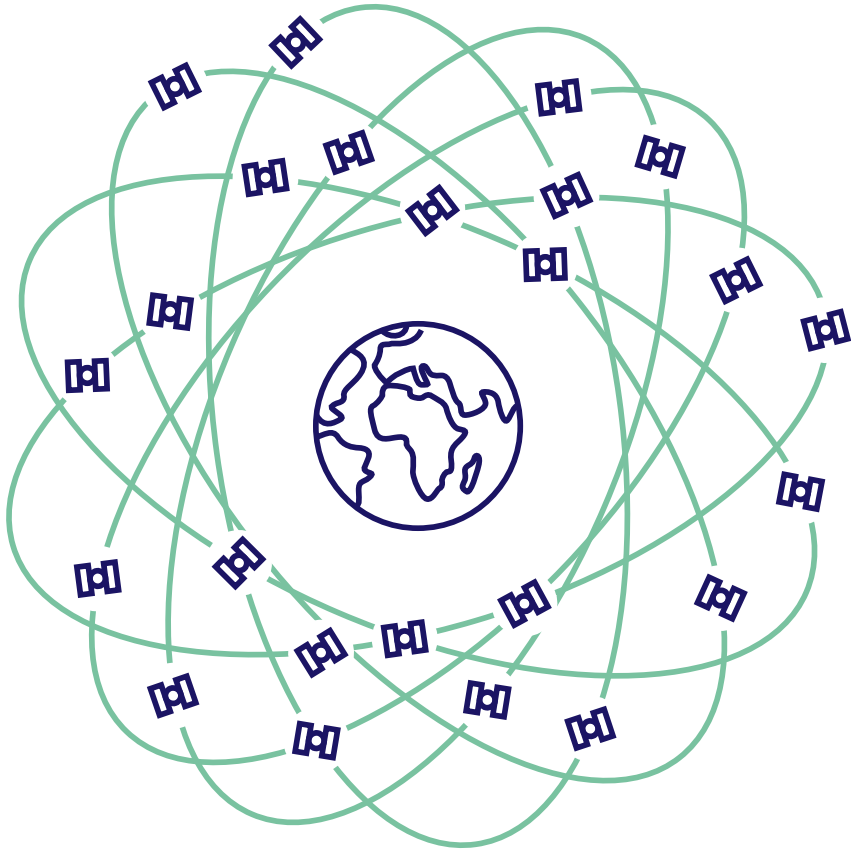


## How we do it.



**Thanks to satellite technology and IOT components,** you can record an event that coincides with the certification of origin, and other events that coincide with the certification of the entire production chain. Moreover, you can obtain traceability notifications by reading, with the appropriate app, the QR Code integrated with the packaging of the product.



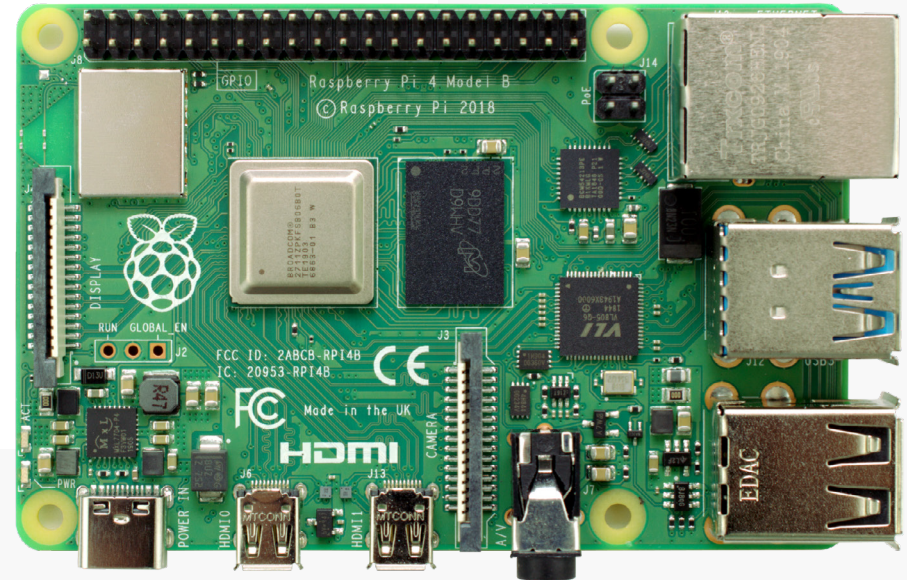
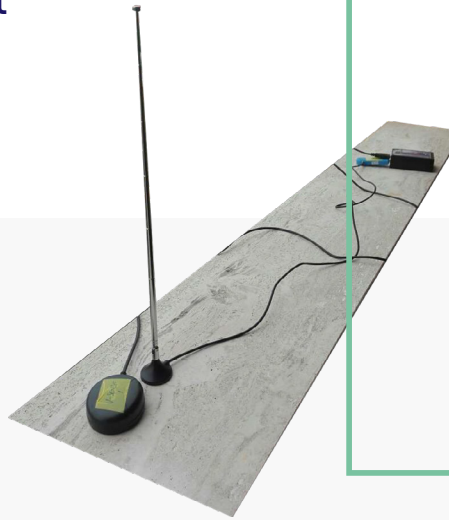


2 satellite systems,  
an average of  
20 satellites available  
**in every part of the globe**



# How it works.

Thanks to a small device called **V-SENSE** (Validation Sensor), it is possible to automatically generate a "**digital signature**" that **guarantees the position (place and date/time)** of significant production events.



# Consulting the label.



V-TAG  
labels



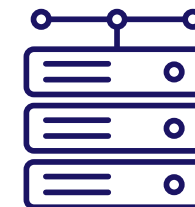
Verisky  
smartphone

Label data



Confirmation and  
traceability data

VeriSky Origosat®  
Service Center



V-SERVER  
Verifies the label and  
provides traceability  
data



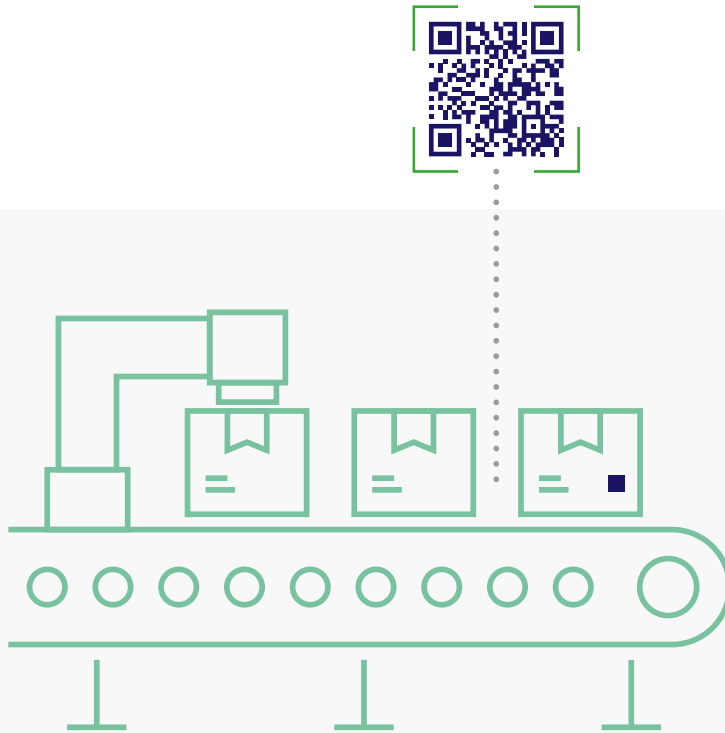
# The characteristics of the V-TAG.



Depending on the customer's needs, the **V-TAG** can be different for each single product, for each single batch, or for each single production line.

**The V-TAG is not a simple QR Code** that contains a link that leads to a server where information is stored. It is produced by our platform and **contains part of the patented algorithm.**

For the different V-TAGs for each individual product, the algorithm ensures protection from counterfeiting of the same (photocopying or reproduction) and sends a notification to the system if the V-TAG is read in different places.



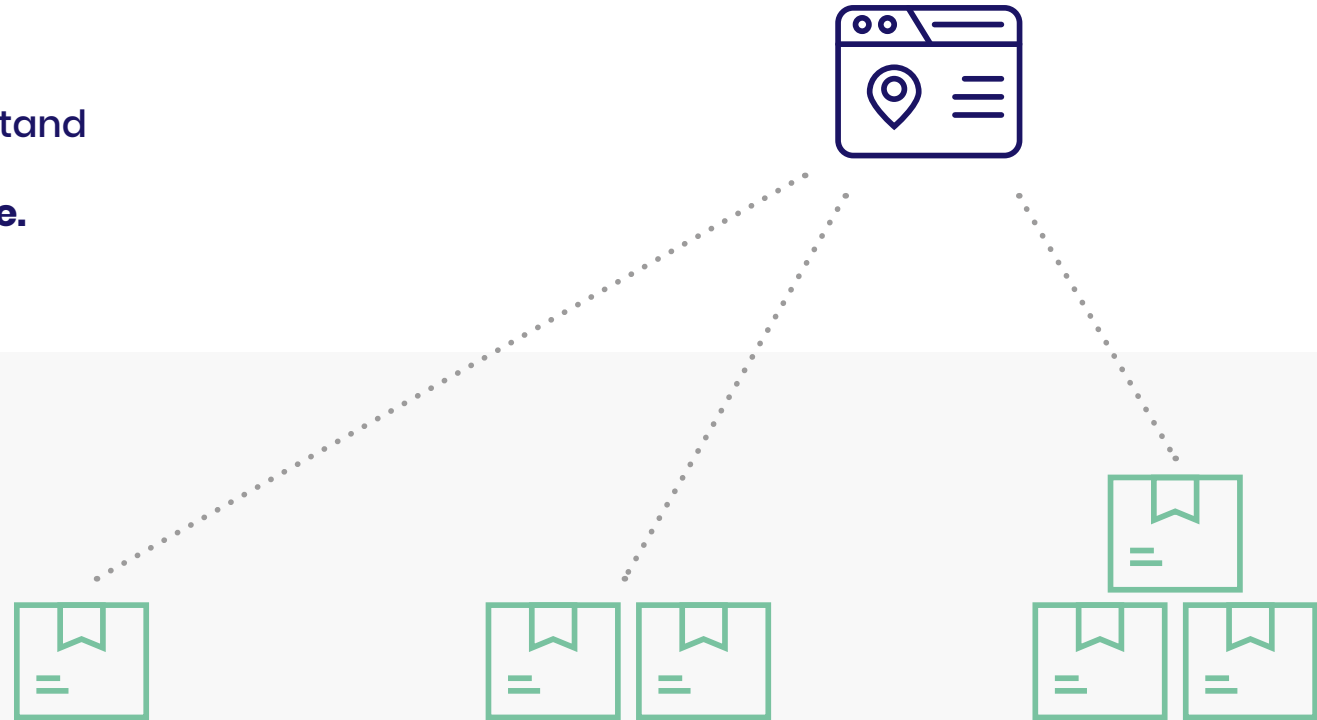
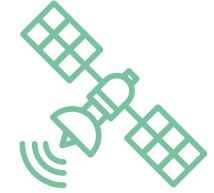
# Minimal impact on the production.

Thanks to the high technology developed, it is possible to combine an **extreme ease of use with very low management costs.**

The system intervenes only on the terminal phase of production, at the time of packaging. Therefore, by applying the labels to the product it **is possible to make innovation** without changing the consolidated habits of the company's production process.

# Tailor-made solution.

We work with our customers to understand the traceability needs and **to build a certification system at production size.**





## The areas of intervention.

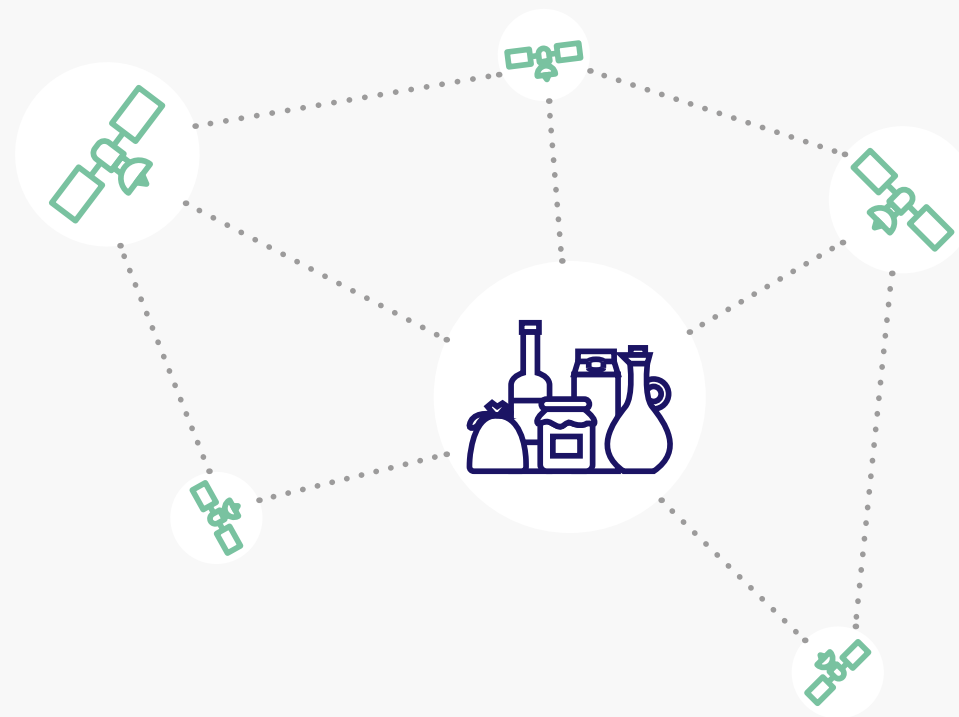
**Satellite validation** is aimed at different production sectors, as well as Italian, regional or European territorial areas (territorial brand, umbrella brand).

The **versatility of our services** and the approach adopted in the construction of the tailor-made solutions **make these services multisectoral**.

# Product protection.

**Traceability is a very useful tool** to implement low-cost digital marketing policies, and can be easily integrated with social networks.

Our first business goal is to offer a **personalized service** that meets the protection needs of our customers and that helps them strengthen their business objectives. This is why we put our specific know-how and **aerospace technologies** at the service of the agri-food world.

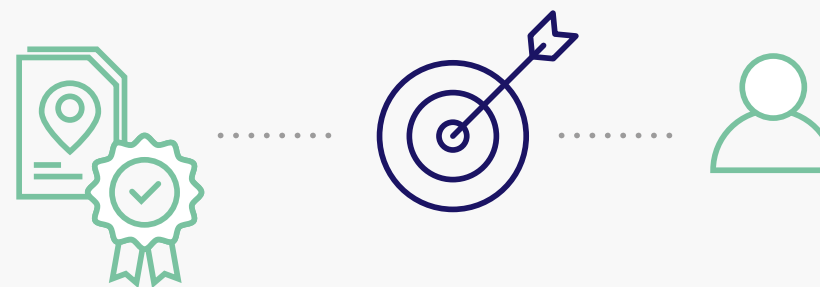




# The advantages for the producers.

The **guarantee** of originality and quality of products on the markets; strengthening of Brand Awareness and Customer Engagement through the development of a **Content marketing** tool of simple consultation.

The possibility of developing targeted marketing strategies thanks to traceability tools; integration with social networks and online and off-line channels in use.



A **perfect combination of advanced technology and tradition**, that adds value to the territory, promotes the export, and guarantees the quality of the products to your customers.

# Promoting your uniqueness.

The stored **data** will be **easily accessible** to consumers, free of charge, by reading the labels to verify the authenticity of the product and its **real origin**.



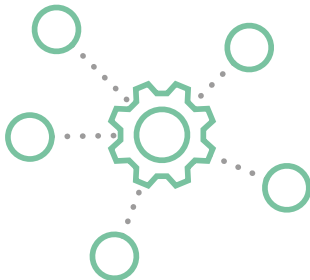
The manufacturer has the opportunity to make the consumer discover additional information, which explains the uniqueness of the territory of origin, the production processes, and its craftsmanship. Furthermore, you **receive a record of all the readings made on your products**.

You will really make your product known, the company that produces it, and its link with the territory.

**A true added value.**

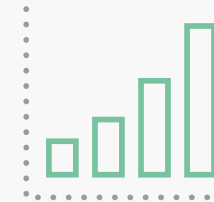
# Problem solving.

The **multi-professional composition** of our company allows us to give the right answers to all the problems that may arise and, if necessary, to provide **tailor-made solutions**.



# Agile company.

Aerospace, electrical, IT and management engineers create value and **continuously develop** solutions through short production cycles through an evolutionary process. This allows the company to be **effective and efficient in terms of time and costs**, drastically reducing the risk of getting out of focus with respect to the needs of the companies.



# The strength of an innovative service.



## SECURE

Unique, non-replicable codes, constantly verified, everywhere on the planet.



## FLEXIBLE

It can be easily adapted to all types of products.



## TAILORED

Built according to the real needs of the manufacturer.



## CERTIFIED

Satellite technology to guarantee product protection.



## NON-INVASIVE

Quick and easy installation in the existing production chain.



## ECONOMICALLY SUSTAINABLE

Designed for all types of production chains and company sizes.

# Thank you.



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