

# Innovative document security you can trust

Despite advances in technology, the paper document is still the predominant form of trusted communication and process enabler in international trade, Tang Weng Sing, General Manager of RadianTrust explains how to seamlessly secure digital-to-print documents.

FORGERY IS BECOMING EASIER with today's highly advanced computers, scanners, printers and copiers which make copied documents visually indistinguishable from the original ones while the document's content, value, or ownership may be altered with relative ease.

While the current method of secure printing is to employ the use of special inks and papers in a controlled environment, these avenues are not widely used by companies because the complexity and expenditure involved do not make business sense.

Current solutions only protect the document electronically, with no continuity to ensure that the authenticity of the document can be assured after crossing the digital-to-physical chasm.

Phidélity is a cost-effective and convenient security solution which protects the authenticity of printed paper documents. Integrating highly advanced security technologies with innovative ideas, this unique product suite incorporates security into paper documents through the use of normal paper and desktop printers.

## A TRUSTED SOLUTION

Counterfeiting, forgery and unauthorized disclosure, is estimated to cost the global economy as much as USD \$700 billion annually because it touches virtually every industry and market. According to law enforcement and business trade groups, counterfeiters today have access to technologies that can mimic and produce replicas verbatim to the original and are using them to defraud consumers, businesses and governments worldwide on an unprecedented scale.



Tang Weng Sing, General Manager, RadianTrust

Endorsed by more than 200 economies, the patented Phidélity suite meets the secure printing needs of corporations and governments today, through the innovative use of signal processing, cryptography and steganography to respond to threats against the authenticity of hardcopy documents.

## EXTEND PHIDÉLITY LOCALLY AND INTERNATIONALLY

Locally, Phidélity is being used in the Certificate of Origin System for all four of Singapore's Chambers Of Commerce. With the incorporation of Phidélity optical document security technologies, CertofOrigin enabled online application and approval of COO, electronic transmission of certified COO, as well as visual verification of the certificate originality and integrity, hence resulting in greater convenience for the trading community.

Recently, we are witnessing the successful launch of Phidélity in Agri-Food and Veterinary Authority (AVA) in July 2008. Phidélity will provide security

services for their official documents that the end-customer can trust. It looks set that agrotechnology and agri-business are ready to move on the next economy level.

Phidélity enjoys a reputable client base employing its use. Other than a multitude of installations in a number of Singapore Government institutions, key overseas customers include the Stamps Duty Office in the State of Maharashtra and the Ministry of Justice in United Arab Emirates(UAE). Phidélity has been chosen as the security choice for the eJudiciary programme for UAE. This eJustice Programme will enhance the Judiciary's transparency and efficiency, promote the legal fraternity's professionalism and create greater access to justice for the people and businesses in the UAE. The UAE eJustice project is without a doubt a significant breakthrough for us.

Our other areas of services include the certified true copies of academic certificates/diplomas for the academic institutions, insurance policy documents for insurance institutions and Letters of Credit or Letters of Guarantee for finance institutions.

## EFFECTIVE COST-SAVINGS

The customers utilising Phidélity save as much as up to 70% of costs on the procurement of special inks or papers as Phidélity makes use of off-the-shelf laser printers to inject security features onto printed documents. No special consumables are required. In addition, because of the way Phidélity is engineered to work securely through the Internet, entities that have deployed the solution are able to provide self-service capabilities to their end-customers, thus reducing manpower staffing while

extending their business reach, ensuring document integrity and security and reducing the impact of fraud.

## PROVEN SECURITY FORMULA

Attesting to its innovativeness, achievements and market potential, Phidélity has also been accredited with a number of accolades, namely the Winner in the Best in Optical Document Security in the 2008 Best Products and Services Award, Tomorrow's Technology Today's 2008 Award for Optical Document Security and the prestigious Asia Pacific ICT Alliance (APICTA) Award 2007 for Security.

## PHIDÉLITY - INNOVATION YOU CAN TRUST

"Taking a look at the entire security landscape, there is an increasing trend to protect against internal fraud, specifically in the area where companies are struggling to cope with the rampaging leakage of sensitive information of the company via printouts to authorized external parties," said Tang Weng Sing, General Manager of RadianTrust. "Going forward, I am confident that Phidélity is primed to address this challenge and ride on the next phase of Optical Document Security."

RadianTrust, a leader in Optical Document Security, has since its inception, focused on security solutions and has provided consulting and IT security services for various businesses in the public, legal, trade, logistics and healthcare sectors.

RadianTrust

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