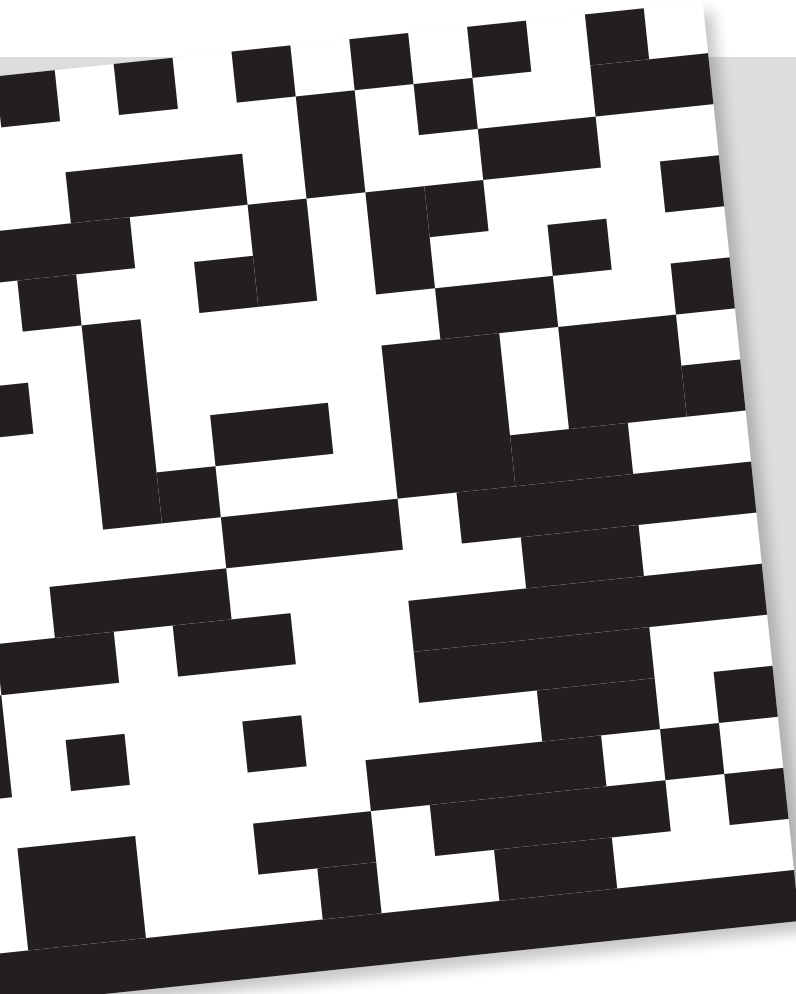


## > Serialization & E-pedigree Solutions

Digital Print (DPi), Label Vision Systems (LVS) and Secure Symbology (SSI) have teamed up to offer our customers an incredibly easy, one-stop solution for meeting the requirements of global pedigree laws and other serialization regulations worldwide. This helps reduce counterfeiting and product diversion—assuring that customers get safe, reliable products. We want to make it simple to meet the specifications that many governments will require for products and packaging. These applications will require printing digital variable information, verifying serialized data and storing secure data. Many industries, such as the pharmaceutical industry, will demand compliance by 2011, or soon after.



### WHAT DOES E-PEDIGREE MEAN TO YOU?

One must provide EVERY pharmaceutical product and/or package with a unique, serialized number.

### WHAT IS DRIVING PHARMACEUTICAL CUSTOMERS TO COMPLY?

- California e-pedigree law (2011)
- Global requirements
- 2-D barcode or RFID
- The need to minimize capital expenditures
- The desire to pass the burden on to a third party
- Unknown future regulations

### WHAT DOES THAT MEAN TO YOU, THE CONVERTER?

- Today, you might deal with more than 1 million serialized numbers.
- Next year, with great success, you will deal with more than 500 million records.

### SIMPLE SERIALIZATION

Our combined solution ensures your process meets the demand that will be created by changing requirements in the future. We are dedicated to easing the burden by providing high-performance variable printers, leading technology hardware platforms and robust data-handling solutions.



**“This helps reduce counterfeiting and product diversion in many industries.”**

**Scott Lydell**  
Label Vision Systems, Inc.