Next generation identification technologies to 'recognise' genuine consumable and react specifically


Client overview

Established electronic device manufacturer serving the consumer market wished to provide intuitive and integrated consumable recognition capabilities for their products – this would allow the device to 'recognise' the consumable (e.g. cartridge) and thereby allow specific settings to be used, without the need for input by the user. Solutions would need to be low cost, less than 1cm^2 in size, identify 50+ SKUs and available for demonstration immediately

The client had initiated contact with some potential suppliers, but wanted to identify alternative next generation technologies to incorporate into future products, and benchmark against those being reviewed
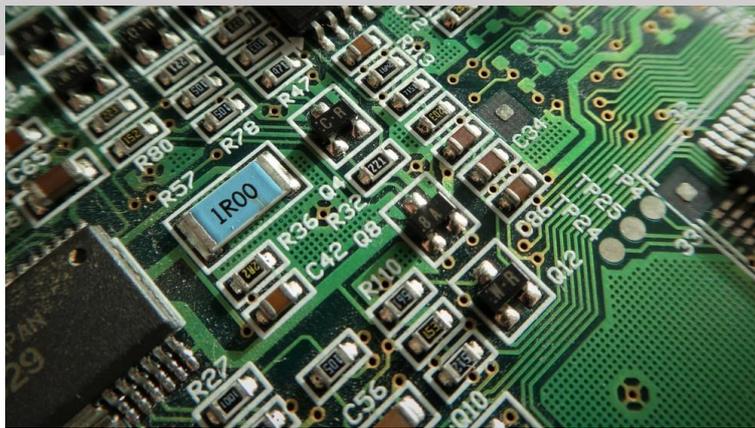
The search

SAL initiated a technology solution finder search to identify technologies able to offer the required capabilities from companies serving the authentication, anti-counterfeiting, smart retail, supply chain tracking and quality assurance markets

SAL worked with the client to review potential partners (~150 globally) covering a variety of technology categories:- RFID tags; Flexible electronics; Micro taggants & optical reader; Memory authenticators; NFC; Micro transponder tags; and Pattern/Colour/Image recognition. The research team engaged with a range of partners, including chip manufacturers, 3rd party integrators and those developing proprietary hardware / software, building a landscape for the client of potential providers to review by type/functionality/availability

"really impressive results…

…always giving something extra…

…allowed us to test the teams' technical assumptions"

Outcome

22 companies were progressed for detailed review by the technical team and subsequently **NDAs were signed with 6 companies** for direct discussions

4 solutions were chosen for JDA / Proof of Concept programs, providing the client with alternative options for the ongoing workstreams as well as future NPD

2 of the chosen suppliers were already known to the client, but SAL provided previously undiscovered options and commercial intelligence to the team

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