veracityprotocol

The Standard of Trust for Physical Objects

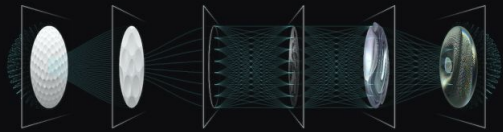Protecting people, brands, and national security

Veracity Protocol enables any camera to create a tamper-proof Physical Code™ based on an item's material structure.

This secures its authenticity, identity, and security — without special hardware, embedded tags, chips, or markers.

How it works

Material Structure

Every physical object has its own unique material structure and manufacturing characteristics.

No Proprietary Hardware

Veracity Protocol enables any camera to capture these characteristics and create a tamper-proof Physical Code™.
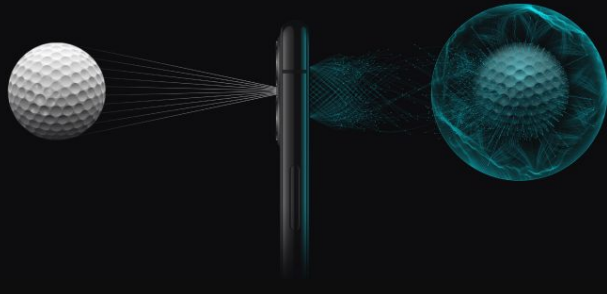
Physical Code™

This allows anyone to verify an item's identity, authenticity, detect anomalies, and check for tampering.

Veracity Physical Code™ is a non-invasive and tamper-proof solution to represent an item's unique material structure.
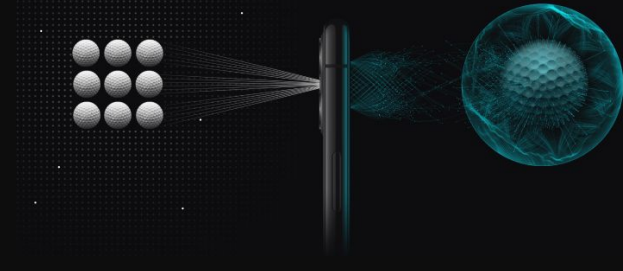
Types of Physical Code™

Individual

Protects each product on an individual basis, requires only the item itself.

Batch

Protects all products in a batch or SKU, requires only a small sample of items.

Advantages

High accuracy in wild conditions

Up to 99.9% accuracy with real-world applicability. Works in various light conditions, angles, and on many materials.

Fast verification on a smartphone

The entire process is simple, fast, and available on your smartphone today.

Robust datasets

The Veracity AI Model™ uses a robust proprietary dataset with tens of millions of images.

No manufacturing changes

No need for special hardware. Durable and widely applicable across materials. Works even when 80% of the Physical Code™ is damaged.

Key parameters

99.9%
Accuracy (up to)

Non-invasive
No embedded security elements

0.1s / 3s
Speed per item, industrial / smartphone (up to)

100% SaaS
Uses non-proprietary standard cameras with negligible costs

Critical Products & Electronics

- Enabling secure & transparent supply chain

- Allowing authenticity protection and verification

- Detecting compromised hardware, tampering and anomalies

- Unprecedented track & trace down to a component level

IDs & Security Elements

- Helping governments, printers, and KYC providers

- Automating QA & Visual Inspection in manufacturing

- Allowing verification of authenticity of ID documents

- Detecting tampered or altered ID documents

Marketplaces

- Enabling automation and trust for secondary marketplaces

- Automating batch authentication of apparel and luxury items

- Individually protecting collectibles and memorabilia

- Rapidly increasing reliability and efficiency

Blockchain & Industry 4.0

- Securely linking physical items to any database or blockchain

- Allowing anyone to create an immutable Digital Twin of an item

- Enabling reliable track & trace, provenance and ownership transfer

- Empowering machines to be able to verify physical objects

Services

Non-invasive Identification

Identify and track your products with unprecedented security and without the need for a serial number, barcode, or tag.

Authenticity Protection

Verify the authenticity of your products using only a smartphone. No hardware or manufacturing changes required.

Automated QA

Ensure the quality of your products through automated optical inspection (AOI) with low costs.

Tamper Detection

Prioritize security by detecting unauthorized changes, tampering, or manipulation of your products.

Enabling layer of trust for critical technologies in the post-COVID-19 world

- Immutably linking physical products to digital databases in a non-invasive way

- Securing the object's identity and authenticity for decentralized economy

- Providing a key element for data veracity in fully automated Industry 4.0
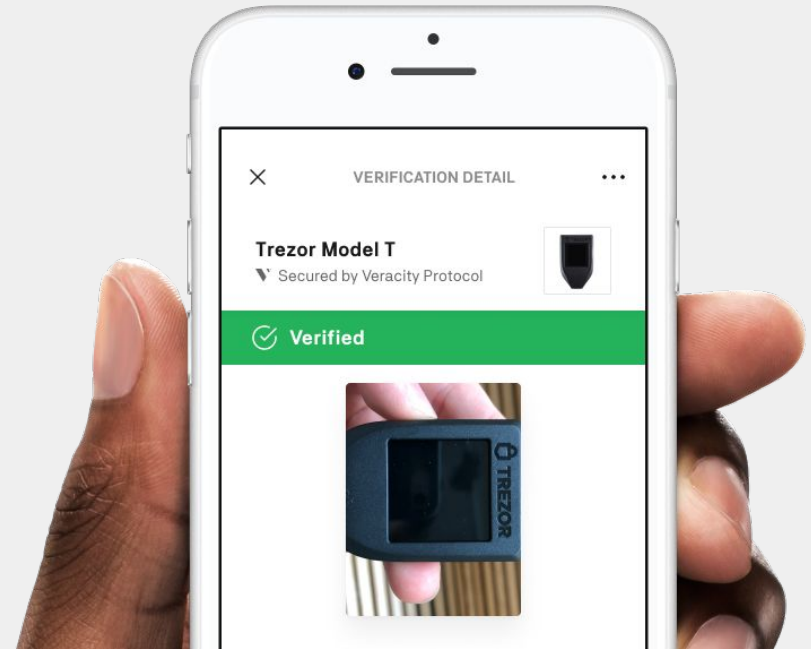
Let's build a safer world together

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Operations

New York, Prague, Taipei