

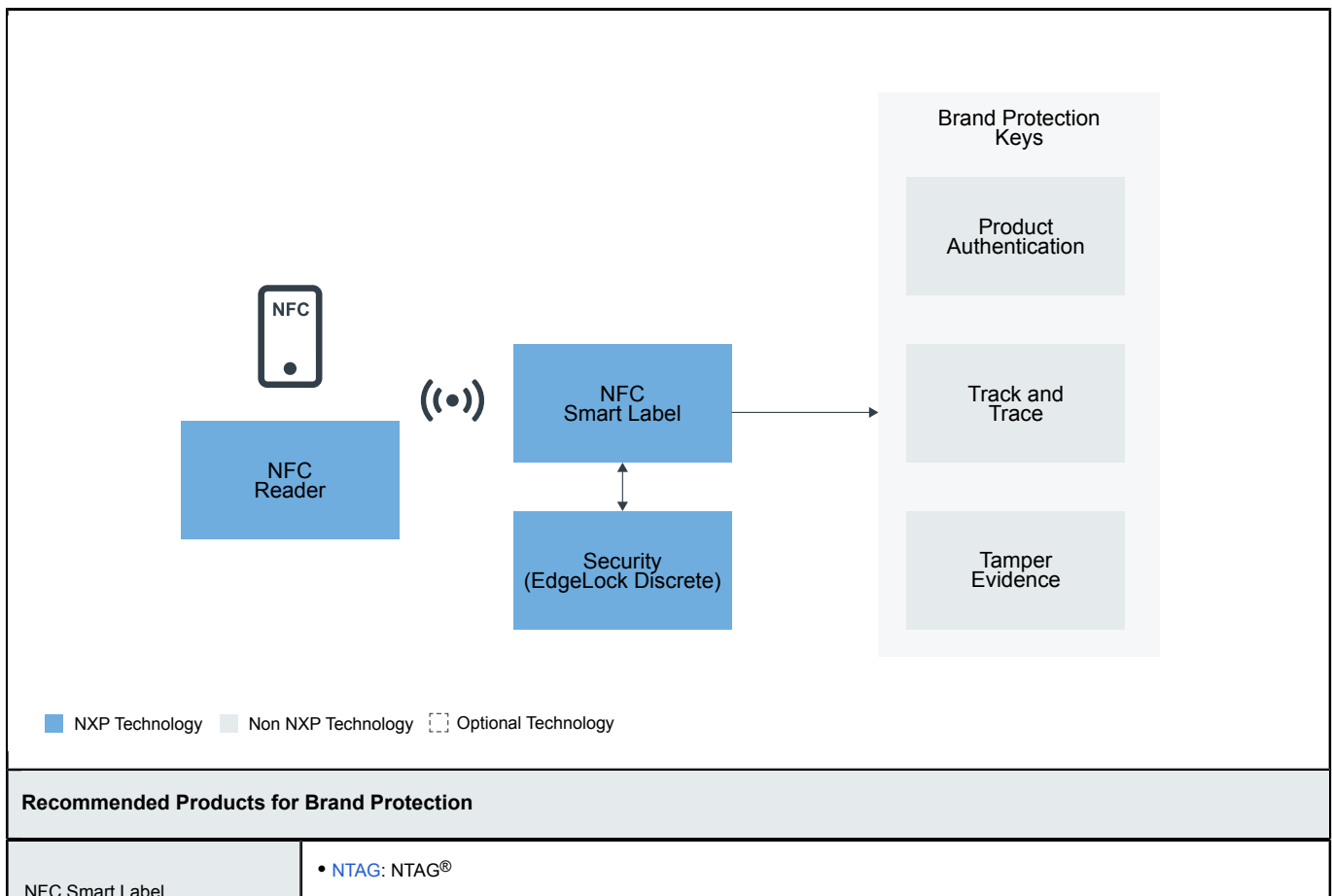


Brand Protection

Last Updated: Jan 10, 2022

High-value fashion brands and pharmaceutical producers are especially at risk for counterfeit and grey market fraud. To combat this risk, NXP's RFID and NFC solutions can help to ensure that brand owners, supply chain partners and consumers are able to verify the authenticity and integrity of a product. NXP's broad product portfolio delivers a reliable and seamless performance across various reading ranges—proximity, vicinity and long-range—tailored to customer-specific needs of security.

Brand Protection Block Diagram



	<ul style="list-style-type: none"> • ICODE: ICODE® • UCODE RAIN RFID (UHF): UCODE®
NFC Reader	<ul style="list-style-type: none"> • NFC Readers: NFC Readers
Security (EdgeLock Discrete)	<ul style="list-style-type: none"> • EdgeLock® SE050: Plug & Trust Secure Element Family – Enhanced IoT security with maximum flexibility

View our complete solution for [Brand Protection](#).

Note: The information on this document is subject to change without notice.

www.nxp.com

NXP and the NXP logo are trademarks of NXP B.V. All other product or service names are the property of their respective owners. The related technology may be protected by any or all of patents, copyrights, designs and trade secrets. All rights reserved. © 2021 NXP B.V.