



RFID AND NANOTECHNOLOGY FIGHT COUNTERFEITS AT THE AUTHENTICATION CONNECTIONS FORUM

Hood River, Oregon: March 10, 2006 -- The role of advanced technologies in the fight against counterfeiting will be examined by global experts at the upcoming Authentication Connections Forum (ACF), hosted by Reconnaissance International, in Tampa, FL - March 30-31, 2006.

RFID technology has been heavily touted as a key technology solution for pharmaceutical counterfeiting by a variety of stakeholders, including the FDA. One of the groundbreaking pilots in this area is Purdue Pharma's use of RFID solutions to protect its flagship product - the prescription drug OxyContin. The progress and results of this program will be presented by Aaron Graham, Purdue's Vice President of Security, in a paper entitled RFID Within a Multi-Layered Anticounterfeiting and Track and Trace Strategy at ACF.

Innovative research into nanotechnology is yielding a range of promising technology approaches for the protection of a wide variety of products and documents. Presentations by industry leaders including Authentix and NanoInk will highlight how nanotech research is discovering real-world applications of nanotechnology in securing fuels and pharmaceuticals, and helping governments reclaim millions of otherwise lost tax revenues by allowing customs and excise departments to easily separate genuine items from fakes.

"In addition to the latest developments in anticounterfeiting technology, the program at ACF has been designed to bring together thought leaders from the frontline in the fight against counterfeiting," said Ed Dietrich, Reconnaissance International's Director/Americas. "Our objective is to create a world-class opportunity for the recognition of best practices in the use of technology as a part of an integrated anticounterfeiting strategy."

Speakers at ACF will include:

- * Chris Israel, US Department of Commerce, on Protecting American Intellectual Property Against Counterfeiting and Piracy
- * Brad Huther, US Chamber of Commerce, on US Business Initiatives to Combat IPR Infringement and the Role of Technology
- * Senior government officials from Guyana and Malaysia on their use of authentication technologies to aid revenue collection in fuels and tobacco
- * GenuOne, 3M, Digimarc, American Bank Note Holographics

Companies facing the threat of attack on their most precious assets, their brands, from global counterfeiting can update and improve their strategy by attending ACF. Stakeholders from legal, corporate security, marketing and packaging teams can benefit from the real-world case studies on how technology, intelligently-applied, can be a valuable part of protecting revenues and reputations. Outside legal firms, investigators and packaging suppliers can benefit from learning how weaving an understanding of authentication technology within their services can benefit their clients in their anticounterfeiting strategies.

There will also be a table-top exhibit of state-of-the-art technologies, including nanotech and RFID systems, from some of the leading anticounterfeiting solutions providers, giving the opportunity for companies within the authentication supply chain, from brand owners through converters and systems integrators to vendors, to connect and form strategic partnerships for authentication strategies.

The full program, current list of exhibitors and on-line information on exhibiting at or attending the Authentication Connections Forum are available at www.acf-acd.com.

Media representatives will receive complimentary admission to the conference. Details on how to apply can also be found at www.acf-acd.com.

Alternatively, contact:
Ed Dietrich (Tel: +1 541 490 7920)

Ian Lancaster (Tel: +44 1932 269917)

www.acf-acd.com

Issued on behalf of ACF-ACD by Huw Thomas at LeadGenerators tel: 0845 2300 169.

###