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## Idemax



A new way to check the authenticity of a product using an x-ray marker

### What is Idemax?

**Idemax is a new marking solution to guarantee the authenticity of medicines, based on Xtags,** a new type of marker with a unique spectral signature in the X-ray wavelength range. A special spectrometric X-ray imaging detector has been developed to identify the Xtag marker.

- Xtag are incorporated in the product or in the packaging's paperboard using standard coating or printing process
- They are invisible to the naked eye and by traditional X-ray imaging systems
- The detector can be integrated as an add-on in existing inline control systems (luggage, customs, etc.) or in dedicated compact system

### Applications

**A new tool to combat counterfeits:**

- Drug authentication
- Luxury industry
- Any industrial application where the use of the genuine product is critical

## What's new?

- New spectral real-time imaging detector with a dedicated authentication algorithm
- Easy and fast authentication procedure that does not require opening the packaging
- Automatic detection of partial counterfeit batch
- Control can be performed at different levels throughout the product lifecycle
- Large choice of application specific Xtags taking into account integration ability and cost

## Principle

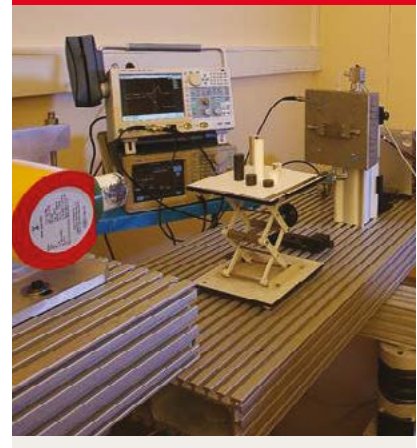


## What's next?

Development of industrial demonstrators for online and offline control with industrial partners.

## Publications

- Brambilla Andréa, WISG 2014, IDEMAX: "Drug Identification by X-Ray marker"



## Interested in this technology?

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