無線射頻識別技術
Radio Frequency Identification (RFID) Technologies

基於近場通訊移動技術的消費者保障混合方案雲端平台
NFC-mobile Technology empowered Cloud Platform using Hybrid Approach for Customer Protection (NT-PHACP)
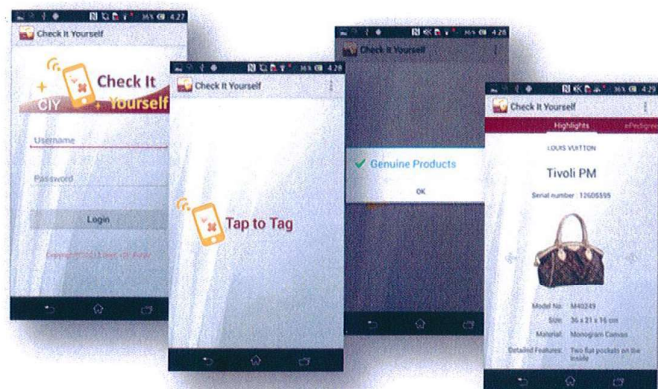
打擊偽冒活動以保障消費者利益及業界聲譽
Combating Counterfeiting Activities for Customer and Industry Protection

項目簡介 Project Introduction

偽冒活動日益嚴重，不但造成巨大經濟損失，亦影響業界聲譽及消費者信心。這均引起外界關注，並急切需要一個有效的防偽方案以解決偽冒產品的問題。NFC 防偽智能電話應用程式「Check It Yourself」的設計和開發旨在打擊日漸頻繁的偽冒活動，並增加偽冒者的營運成本，以助製造商解決上述問題。「Check It Yourself」可讓消費者在購物前進行產品驗證，並使用混合模式，以確保驗證的準確性和系統的安全性。此外，使用者可以透過「Check It Yourself」匯報有關疑似偽冒產品、偽冒產品或不良店家的資料。這些資料均有助製造商保護品牌形象，以及提升消費者對品牌的信心。
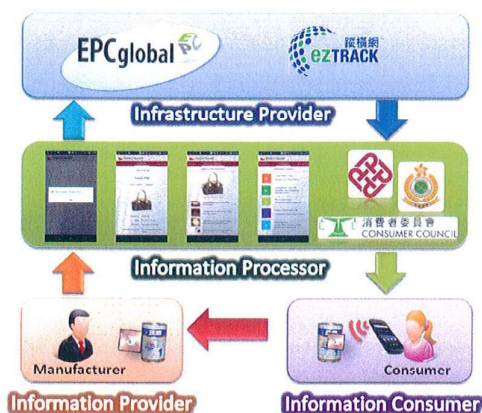
The growing counterfeiting activities have led to huge financial losses and influences to industries and customers. An alarm has been triggered to raise the public's attention, and an effective anti-counterfeiting measure to tackle these illicit activities is urgently needed. This project aims at combating the growing counterfeiting activities and raising the cost-to-break of counterfeiters, a NFC-based anti-counterfeiting mobile application, "Check It Yourself", is thus designed and developed. "Check It Yourself" offers product authentication to the potential customers, before any purchasing. The application authenticates the products by using hybrid approach, which guarantees the authentication accuracy and system security. Furthermore, users can also report suspected counterfeit products, counterfeit product or bad sellers through "Check It Yourself". These information/data help manufacturers to protect their brands and help to raise consumers' confidence towards the brand.

「Check It Yourself」的界面
Interface of "Check It Yourself"

偽冒產品的相關問題
Problem statements of counterfeit products

防偽信息架構群組
Counterfeit Prevention Society

特色及優點 Special Features and Advantages

- 融合近場通訊(NFC)技術、EPC網絡、雲端計算、防偽技術和流動技術。
- 向大眾提供一個簡單方便的正貨資訊平台，打擊偽冒活動。
- 向大眾提供一個具教育性及前瞻性的平台，以專家的角度去學習正貨的防偽特徵。
- 設計一個動態平台和電子資料庫，有助進行防偽活動。

- Integrate Near Field Communication (NFC), EPC network, cloud computing, anti-counterfeiting and mobile technologies.
- Introduce an alternative way for public to combat counterfeiting as well as provide a user-friendly and convenient platform for genuine goods information.
- Offer an educative and proactive platform to public to be expert and professional in exploring and learning about the security features of genuine goods.
- Develop a dynamic platform and establish a databank which facilitates the prevention of counterfeiting activities.

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