



Medical Incentive Technologies

turning buzzwords and numbers into results

Case Study: Individual Product Tracking with QR Codes

Situation

During a trip to the People's Republic of China in 2011, a California entrepreneur was trying to encourage the sale of California wine when his hosts explained that they were dubious of paying the price of imported wines because there were so many counterfeits. The entrepreneur pondered the dilemma and wished there was a way that Chinese consumers could get American products and be sure those products were real. Out of a casual conversation with one of Medical Incentive Technologies' engineers was born the WineGenuine.com solution which helps provide confidence to consumers that the product in front of them is genuine.

“One wine maker explained that 27 million bottles of his top wine brand are sold in China each year.

The trouble he said is that he only produces 3 million bottles per year.”

California Wine Entrepreneur

Our Approach

Radio frequency (RF) technology was rejected because of the long distances involved, long shelf life that could drain batteries, and because most consumers do not have access to RF equipment. Instead our engineer devised several proprietary components including:

- QR Code technology which consumers already know how to scan using any of the free reader applications available on smart phones.
- Serializing the product inventory and encrypting the QR code with support for printing from a variety of industrial digital press machines.
- True multi-lingual web platform so that the consumer information is meaningful in China and other export markets.
- Geo-location technology, tracking reports with maps, and other advanced features which add value for the manufacturer.



Results

While the use of QR code technology for product genuineness is still in its early stages, the first bottles are on their way to China with negligible manufacturing costs or label problems.

About Medical Incentive Technologies LLC

Medical Incentive Technologies provides sophisticated and innovative solutions for organizations and individuals with an idea of how to do something better. To see if we can bring your idea to life with technology, contact us at **800-991-5726**.