# ZOZAIN

## QR SCAN

Safeguarding Authenticity with QR Code Authentication

# ABOUT OUR **COMPANY**

ZOZAIN QR is a leader in authentication solutions, specializing in combatting brand counterfeiting.

Our QR code authentication system empowers businesses and consumers to verify product authenticity effortlessly. With custom QR codes and a user-friendly mobile app, we ensure brands are protected, consumer trust is upheld, and the marketplace remains secure.

# OUR COMPANY
# MISSION

## Problems Statement

Discuss the detrimental effects of brand copying on businesses, consumers, and the economy.

Highlight the challenges faced by companies in maintaining the authenticity of their products and protecting their brand reputation.

## Solutions

1

Introduce the QR code authentication system as a solution to verify the authenticity of products.

2

Explain how ZOZAIN QR's technology works to create unique QR codes for each product, allowing consumers to easily verify authenticity using a smartphone.

# OUR COMPANY
# MISSION

## Case Studies

Showcase successful implementations of ZOZAIN QR in various industries, highlighting the positive impact on brand protection and consumer trust.

## Future Outlook

Explore potential future developments and enhancements for the ZOZAIN QR system, such as incorporating blockchain technology for enhanced security and transparency.

# KEY FEATURES OF ZOZAIN QR:

## Customized QR Codes

Each product is assigned a unique QR code during the manufacturing process.

## Secure Database

ZOZAIN QR maintains a secure database containing information about each product's authenticity status.

1

## Consumers Verification

Consumers can scan the QR code using a "ZOZAIN QR" app to instantly verify the authenticity of the product.

2

## Real Time Updates

Any changes in the product's authenticity status are immediately updated in the database, ensuring real-time verification.

## Benefits

1

Increased consumer trust and loyalty due to the assurance of purchasing genuine products.

2

Protection of brand reputation and revenue by deterring counterfeiters.

3

Data insights from consumer interactions with QR codes can inform marketing strategies and product improvements.

# IMPLEMENTATION ZOZAIN QR

Discuss the process of integrating ZOZAIN QR's system into existing manufacturing and supply chain processes.

Address Potential challenges and considerations for implementation, such as cost, scalability, and compatibility with different products and packaging.

# DIFFERENCE

## QR CODES

### Data Capacity

QR codes offer a much higher data capacity compared to traditional barcodes. This allows for embedding more detailed information within each QR code.

### Security Features

QR codes support advanced encryption and security protocols, making them more resilient to tampering and replication by counterfeiters.

### Customization

QR codes offer greater flexibility in terms of design and customization. They can be customized with specific branding elements or security features to enhance brand recognition.

## BAR CODES

### Data Capacity

Barcodes have limited data capacity and can only encode a small amount of information, typically consisting of alphanumeric characters or numeric digits.

### Security Features

Barcodes lack built-in security features and are more susceptible to tampering or replication by counterfeiters.

### Customization

Barcodes have limited customization options and usually appear as a series of parallel lines of varying thicknesses, making them less versatile in terms of branding opportunities.

# DIFFERENCE

## QR CODES

### Customer Engagement

QR codes offer a much higher data capacity compared to traditional barcodes. This allows for embedding more detailed information within each QR code.QR codes enable interactive consumer engagement through mobile devices. Consumers can access additional product information, promotional offers, and loyalty rewards by scanning QR codes.

### Versatility

QR codes offer greater flexibility in terms of design and customization. They can be customized with specific branding elements or security features to enhance brand recognition.QR codes are compatible with a wide range of devices, including smartphones and tablets, making them accessible to a broader audience.

## BAR CODES

### Customer Engagement

Barcodes have limited data capacity and can only encode a small amount of information, typically consisting of alphanumeric characters or numeric digits.Barcodes do not offer the same level of consumer engagement, as they are primarily used for inventory and identification purposes and do not provide additional interactive features.

### Versatiliy

Barcodes have limited customization options and usually appear as a series of parallel lines of varying thicknesses, making them less versatile in terms of branding opportunities.Barcodes are widely used in various industries but may have limitations in terms of compatibility with certain devices or systems, depending on the barcode format used.

# ZOZAIN APP

## HOW TO USE APP MOBILE VERSION

- **DOWNLOAD & INSTALL**

Get "ZOZAIN" from Google Play.
Install the app on your Android device.

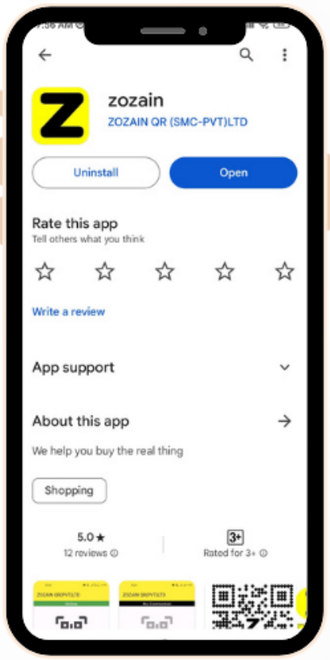
- **SCAN QR CODE**

Open the app and scan the product's QR code.

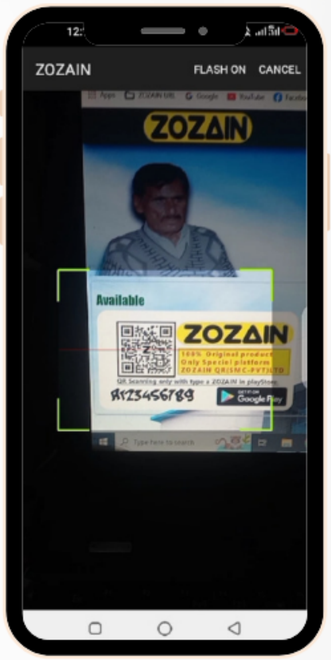
- **CHECK AUTHENTICATION**

View if the product is authentic.

1




2




3

ZOZAIN

AVAILABLE ON PLAYSTORE

# ZOZAIN QR

## FAQ

1

### What is ZOZAIN QR?

Protection of brand reputation and revenue by deterring counterfeiters.ZOZAIN QR is a mobile app that verifies product authenticity using QR codes.

2

### How does it work?

Simply scan the QR code on the product to check its authenticity instantly.

3

### Is it easy to use?

Yes, just open the app, scan the QR code, and see the authentication status.

# ZOZAIN QR

## FAQ

**4**

### Is it secure?

Absolutely, ZOZAIN QR employs advanced encryption to ensure security.

**5**

### Can I trust the results?

Yes, ZOZAIN QR verifies products against a secure database for accuracy.

**6**

### What if a product is flagged as counterfeit?

Report it through the app and take necessary precautions.

# مختصر خلاصہ

ZOZAIN جعل سازی کو روکنے کے لئے وجود میں آئی ہے جس کا صرف اور صرف جعل سازی روکنا ہے آج ہر اچھی کمپنی کی پروڈیکٹ کی کاپی بازار میں ملتی ہے جس کی پہچان انتہائی مشکل ترین ہوتی ہے اس جعل سازی سے کسٹمر اور کمپنی دونوں کا نقصان بہت زیادہ ہوتا ہے (پروڈیکٹ خریدار) کا اعتماد اور پیسہ ضائع ہوتا ہے اور کمپنی کی سیل کم ہو کر رہے جاتی ہے۔

ZOZAIN جعل سازی کو روکنے کے لئے ایک ZOZAIN LABEL مہیاء کرتی ہے جو کمپنی کے پرودیکٹ پر نسب رہتا ہے یہ ایک انتہائی خفیہ طور پر سکین کرتا ہے جس کی کاپی ناممکن ہے کیوں کہ ZOZAIN LABEL پر رجسٹر QR ہے جو عام QR سے بلکل مختلف ہے اور ہر ZOZAIN LABEL ایک سیریل رکھتا ہے۔اور 40+ ZOZAIN app طریقوں سے جانچ کرتی ہے جو ZOZAIN LABEL کو محفوظ ترین بنا دیتا ہے۔اگر جہاں بھی ZOZAIN app کو Hacking کے چانس ہوں تو فوری اسی ZOZAIN LABEL کو بلاک کردے گی صارف اپنے ZOZAIN اکاؤنٹ سے ZOZAIN LABEL کو بلاک سے ہٹانا ممکن ہے۔

ZOZAIN کا صارف اپنے (پروڈیکٹ خریدار) کو پروڈیکٹ کے بارے میں کسی بھی وقت کسی بھی معلومات سے اگاہی کر سکتا ہے جو (پروڈیکٹ خریدار) کو سکین کرتے وقت سامنے آئے گی جس سے (پروڈیکٹ خریدار) کو کمپنی کی طرف سے برائے راست معلومات مل جاتی ہے۔جو ایک (پروڈیکٹ خریدار) کے لئے بہت فائدہ مند ہے۔

ZOZAIN کا سسٹم 4 مختلف ممالک کے ڈیٹا سنٹر پر مشتمل ہے جس وجہ سے ZOZAIN کی Hacking ناممکن ہے

ZOZAIN اس محتاط سسٹم پر اپنے کسی ورکر پر بھی اعتماد نہیں کرتا اس منظّم طریقے سے کام کرتا ہے کہ اگر ZOZAIN کا ورکر بھی جعل سازی کرنا چاہے تو ناممکن ہے۔

ZOZAIN ایک مکمل طور پر اعتماد کے قابل ہے اس لئے ZOZAIN آپ کی خدمت میں حاضر ہے۔

آج ہی ZOZAIN کی ویب سائیٹ سے اکاؤنٹ رجسٹر فارم Download کر کے ZOZAIN میں شامل ہو جائیں۔

# THANK YOU

**VISIT US**

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