**Press Release**

**sovanta wins 2015 SAP and Google Glass Challenge for companies with integrated tesa scribos counterfeit protection solution**

***With the conception of an innovative wearable app, sovanta and tesa scribos have created new options for brand protection.***

**Heidelberg, 12th October 2015.** **With the use of the tesa scribos counterfeit protection technology, the software developer sovanta has designed a wearable app that uses the SAP HANA Cloud Platform and Google Glass Explorer Edition.** **The concept came out on the top of 70 entries, making it one of the winners of the SAP and Google Glass Challenge.**

The application for Google Glass, which was conceived by sovanta on the SAP HANA Cloud Platform, is a further innovation in the fight against product piracy. It is based on the tesa connect & check solution, with which consumers, retailers and investigators can verify the authenticity of a product themselves at any time. For this purpose, products from manufacturers are marked and protected by, for example, the security label tesa PrioSpot. Each of these security labels are as unique as a fingerprint, thus giving each product its own identity, much like a passport.

The key element of the verification process is the tesa connect & check website. On the website, the ID code on the packaging label and the security code of the tesa scribos security solution (e.g. tesa PrioSpot or tesa VeoMark) are scanned and checked against the database in which the codes are stored during production. If the code is valid, the visible security features of the label are explained and the user is interactively guided through the authentication process. The tesa connect & check website can also be called up using a smart phone. To do so, the QR code on the security label is scanned.

**One look is all it takes**

The innovative wearable app conceived by sovanta also uses the QR code integrated into the tesa PrioSpot security label to connect securely with the tesa connect & check database. One look through Google Glass is all it takes to accompany the investigator through the interactive and simple authentication process. The fact that the Google Glass data glasses are worn like normal glasses is a definite advantage. This allows customs officials to perform better in their day-to-day work, because no additional special testing instrument is needed for the authentication of a product.

**Innovation to achieve success**

tesa scribos has been concentrating on innovation since the very beginning in order to remain one step ahead of product counterfeiters. Dr. Christoph Dietrich, Managing Director of tesa scribos: “We consider new technologies such as the SAP HANA Cloud Platform and the Google Glass Explorer Edition to be opportunities for developing and testing new options for product and brand protection. We are therefore very pleased that sovanta has won the SAP and Google Glass Challenge with use of the tesa scribos technology.”

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Please find photos and further information online: <http://www.tesa-scribos.com/eng/company/press_centre>

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About tesa scribos:

As a full subsidiary of tesa, tesa scribos GmbH is part of tesa SE, a company in the Beiersdorf Group. Since being established in 2001, the company has become synonymous with expertise in the fields of security and identification, focusing on counterfeiting protection, product tracing, document protection and anti-tampering devices. With years of experience in the conceptual design, development and implementation of customer-specific product protection measures, tesa scribos offers a comprehensive customer advisory service, practicable security concepts and effective protection technologies for manufacturers of original products such as spare car parts, electronic components and consumer electronics, wine and spirits, chemicals, luxury goods, pharmaceuticals and cosmetics. Customers of tesa scribos include leading global companies such as Bosch, Castel, Continental Aftermarket, Danfoss, Mammut, Motor Service International (MSI) and Sennheiser. tesa scribos solutions include tesa PrioSpot, tesa VeoMark, tesa connect & check, tesa CodeSeal, tesa SecuritySealing, and tesa SecurityPrint. More information on these products can be found at [www.tesa-scribos.com](http://www.tesa-scribos.com)

About sovanta:

Business Innovation – powered by sovanta

Following this motto our team is constantly trying to revolutionize working with business-software. Through the combination of technology and design we are simplifying existing processes and applications for different business divisions. Since 2009 sovanta embodies mobilization and simplification of business applications. Besides the headquarters in Heidelberg our additional development department is located in Buenos Aires, Argentina. Furthermore in 2013 sovanta was designated cool vendor by Gartner. Since 2015 our company belongs to the “Top 100” most innovative companies in the German mid-sized sector. According to our Design-Driven-Development philosophy we are developing new innovative applications with an outstanding user experience. We provide attractive and user-friendly applications for devices such as smart glasses, smart watches, phones, tablets and desktop computers. Our interdisciplinary team consists of business experts, UX designers and software engineers as we constantly work with international companies in order to create innovative solutions. Our main objective is to guarantee a tangible, quantifiable and sustainable benefit for our customers by presenting sovanta as a reliable long-term partner. More than 50 customers in various sectors and sizes already rely on our end-to-end solutions and services, among them companies such as adidas, Beiersdorf, Bayer, BASF, Day & Zimmermann, Endress & Hauser, Haniel, LIDL, MVV Energie, SAP, tesa, Vossloh Locomotives and Zumtobel.