



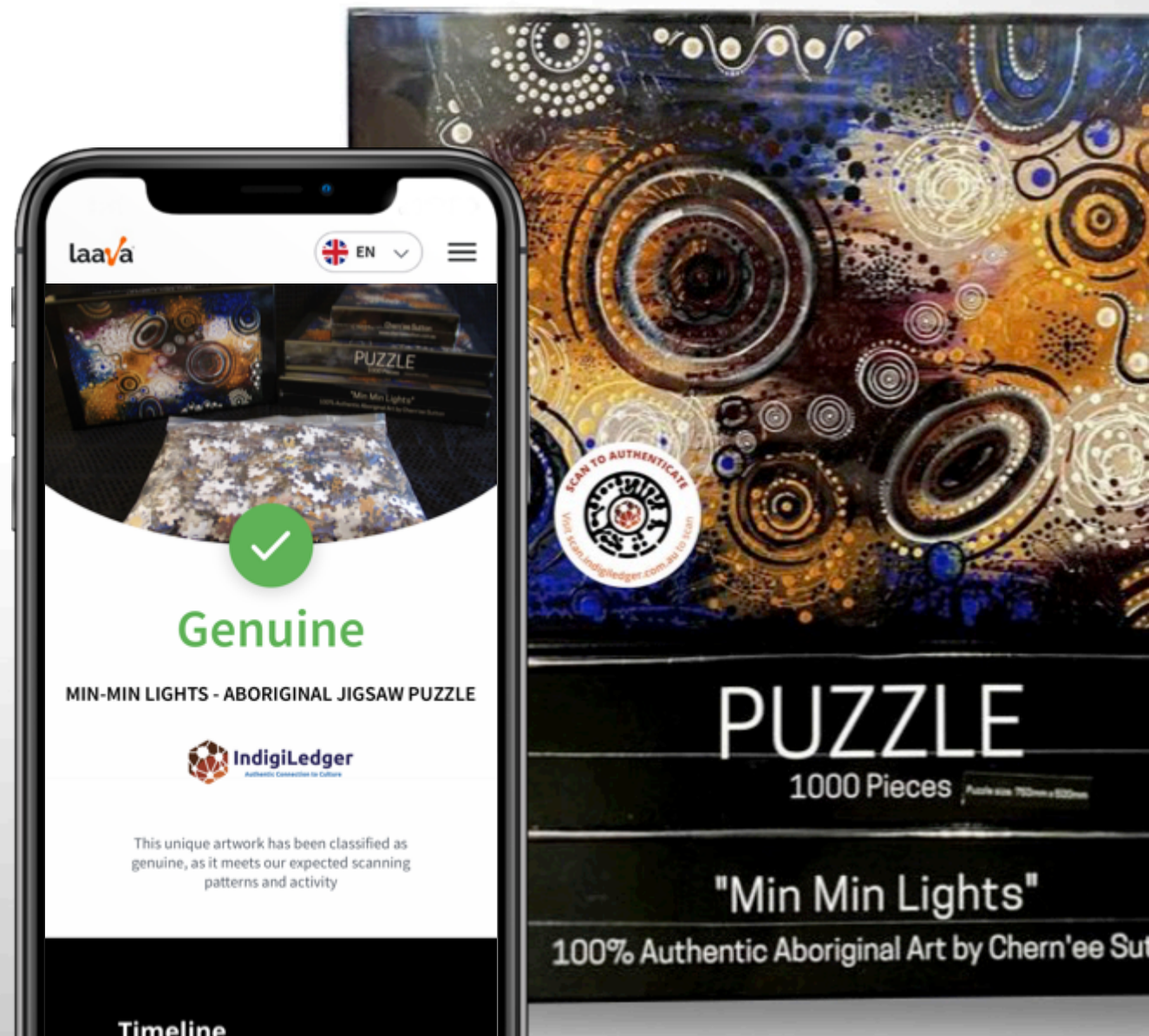
Protecting Australian Art



Laava Smart Fingerprints

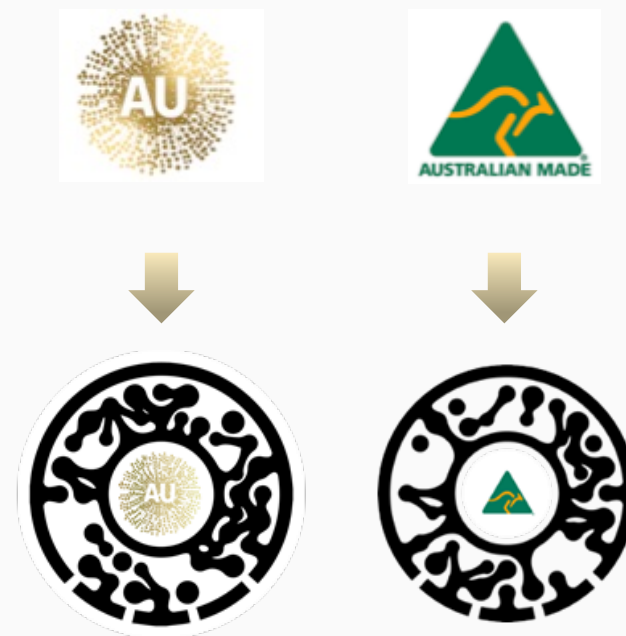
Enhance and Enable – Indigenous Knowledge Consultation 2021

25 May 2021



The opportunity

- Laava in partnership with IndigiLedger believes there is a prime opportunity to increase value capture for Australian arts and IP, while protecting its integrity
- Leveraging Australian-developed technology, we can effectively **end the trade** in **counterfeit** Australian art and digital assets and **protect Australian IP** globally
- Benefits will accrue to artists, industry and the nation – growing the value of Australian art and digital exports globally. Local technology businesses (including indigenous) can play a key role, with attendant benefits for the Australian technology sector
- We seek your guidance and interest in collaborating with industry to create a **digitally verifiable trust mark** for Australian art, digital assets and IP.



Genuine Australian Art
Scan to verify at arts.gov.au

Who we are



The Australian technology company

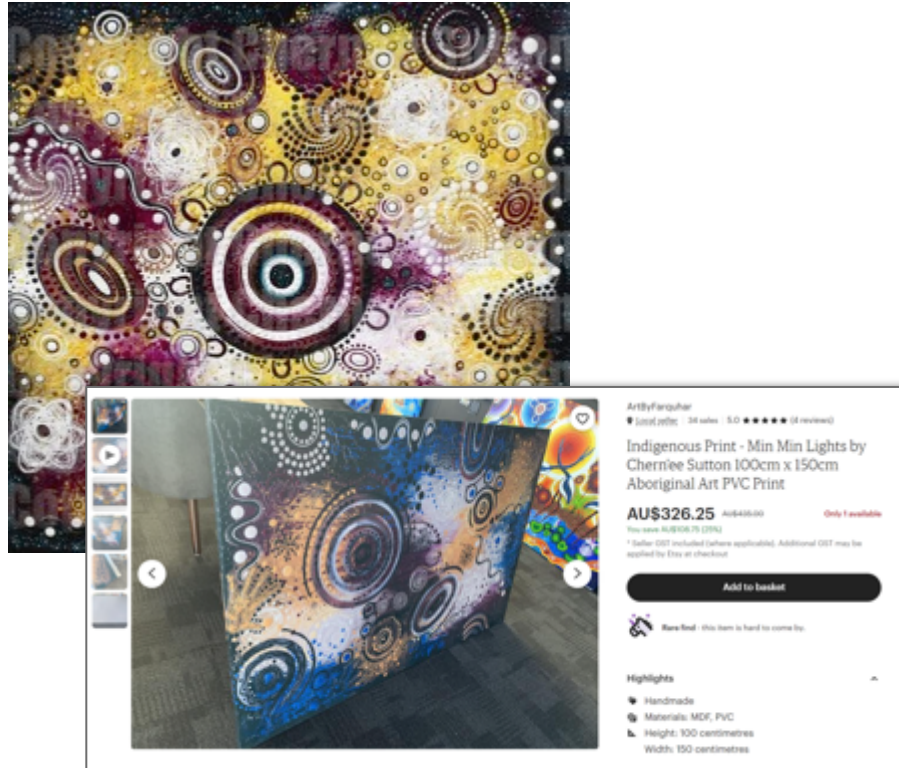
behind the **Laava Smart Fingerprint**

- Secure marking platform for product and document integrity
- Based on revolutionary fingerprinting technology
- Developed in collaboration CSIRO, and AustCyber
- The trusted link between the physical and digital (blockchain)
- Fast growing scale-up, with a global network of valued partners and repeat customers from Australia and around the world
- Applications across food, wines & spirits, consumer products and more, with specific applicability to **art, documents and digital assets.**



The problem we solve

Chern'ee Sutton – Min Min Lights



Is it genuine?

Is it an official reproduction?

Was it officially imported?

Was the artist credited?

Did they benefit from its sale?

Was the cultural knowledge
permissioned?

How can the new owner verify it?

What else has the artist done?

No easy, secure way for consumers to verify and engage on product.

Blockchains add security and immutability but are
let down by the **weakest link**



Using a QR code with blockchain is like...

“Putting a straw door on a fortress.”

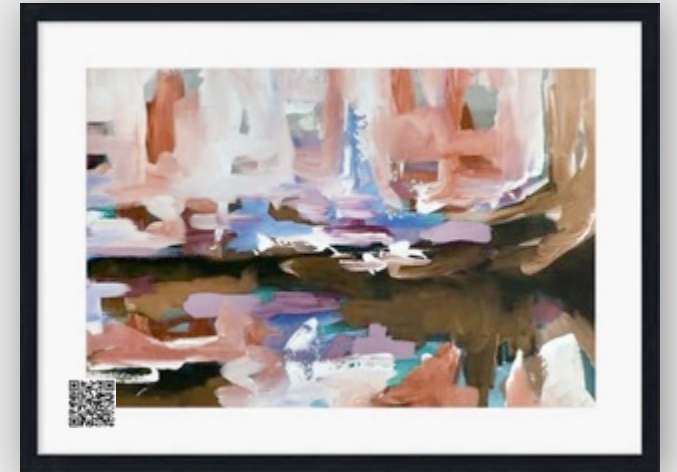
Why QR Codes are **not the answer** for authenticating art and digital assets

- QR Codes can be created by anyone
- Fake codes cannot be distinguished by consumers
- Counterfeiters simply copy the landing page or app and redirect users via their own QR codes
- Bypasses blockchain, security or tracking
- Child's play to fake – thousands of websites and apps
- Fake QR on fake product to fake authentication site
- No one will ever know.

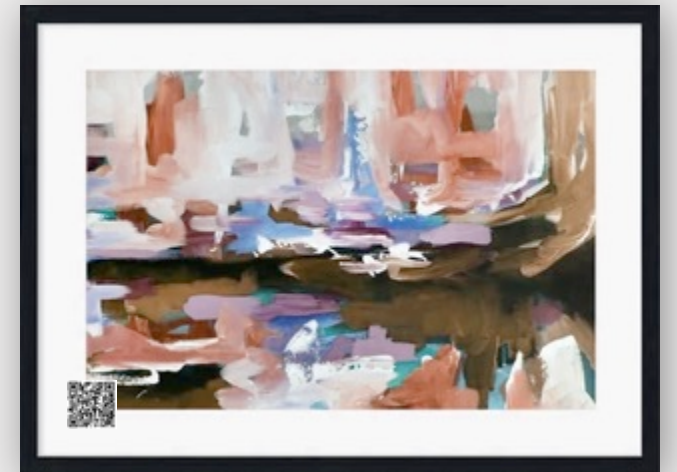
**Could your consumers
spot the difference?**



Authentic



Counterfeit



The need for a digitally verifiable mark of trust



We've always relied on visual marks of trust.

Australian Art needs a new secure on-product gateway.

Laava Smart Fingerprints



- Secure, serialised marking technology
- Each individual item can tell its trusted story
- Patented optical technology
- The data and rules are in the cloud not in the code
- Far more secure than QR, cheaper than NFC
- Any smartphone, no app download.
- Works with conventional digital printing technology
- Link to any blockchain or traceability platform
- Fast, easy, cost effective, scalable and future proof.



Laava is proven technology.

- Millions in market globally
- Dozens of fakes stopped.





IndigiLedger

Chern'ee Sutton – Min-Min Lights

On-Product Experience



IndigiLedger
Authentic Connection to Culture

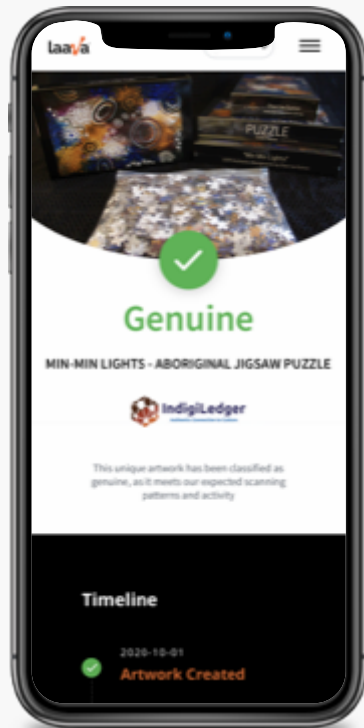


IndigiLedger
Authentic Connection to Culture

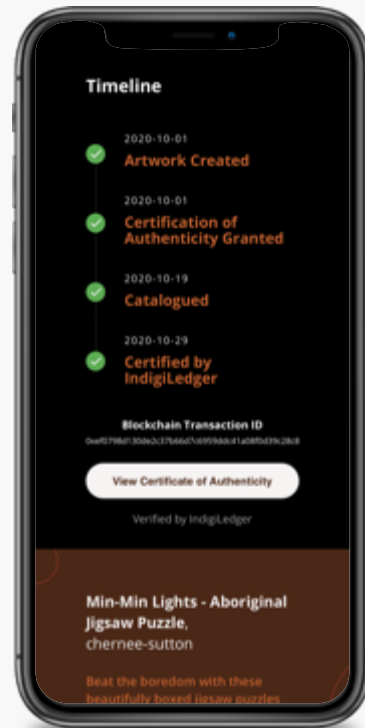
IndigiLedger

Chern'ee Sutton - Min-Min Lights

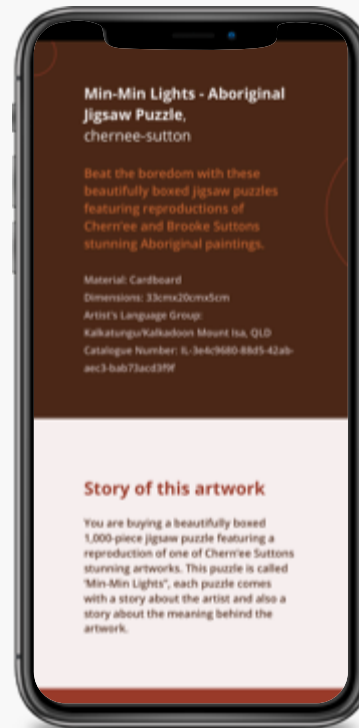
Digital Experience



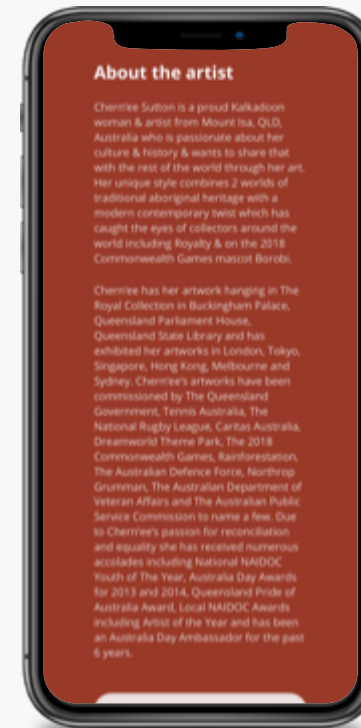
Authentication Screen



IndigiLedger
Traceability Story



Product Story



Artist Story



Brand Story

Indigenous blockchain start-up tackles fake art

Published on November 8, 2020

 **Adam Robinson**
Manager Industry Engagement



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 **Chern'ee Sutton** • 1st
Artist at Chern'ee Sutton Contemporary Aboriginal Art
6mo • 

Tonight's story on Seven News Widebay


I'm very proud to be a part of the new [IndigiLedger Pty Ltd](#) Blockchain Start-Up Company partnership with [QUT \(Queensland University of Technology\)](#), [Laava](#), [Source Certain International](#) which was launched during this year's NAIDOC Week.

This new technology uses block chain technology to authenticate genuine aboriginal art and products created or designed by Indigenous Artists, helping to stamp out the \$200 million fake aboriginal art industry.

[#NAIDOCweek](#) [#NAIDOC2020](#) [#Indigenous](#) [#aboriginal](#) [#firstnations](#) [#university](#) [#blockchain](#) [#technology](#) [#innovation](#) [#media](#) [#startup](#) [#entrepreneurship](#) [#highereducation](#) [#visualarts](#) [#Fakeart](#) [#deadly](#) Adam Robinson




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 **NIT**
National Indigenous Times

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New tech company fighting back against fake Indigenous art industry

By Rachel Springell [Follow](#) • December 18, 2020

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*"We're working with the IndigiLedger ecosystem to codify Indigenous cultural food and beverage credentials to the Blockchain. Using it's **authentic, provenant and traceable rules engine** we believe this value-chain will optimize our bottom line and the communities of Indigenous people we support **giving consumers what they want - trust**".*

Damien & Rebecca Coulthard, Founders - Warndu



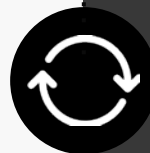
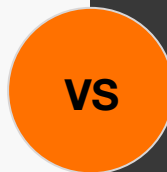
Laava Smart Fingerprints

Laava Smart Fingerprints utilise patented optical technology. A cryptographically generated and optically captured Laava image is matched by Laava on our secure servers before any content is allowed to be transmitted.

The Laava ecosystem is managed fully by Laava and is secure. Only Laava can generate Laava Smart Fingerprints, and only the Laava scanner can read them, limiting opportunities for bad actors. Every scan is logged and checked against business rules. Content screens are managed by Laava, rather than being simple web pages.

Laava has been designed for consumer engagement. Smart Fingerprints are consumer friendly, and can be branded. The Laava web scanner and WeChat mini program provide rich engagement experiences and can be embedded in the brand owner's websites, apps or mini programs.

Laava was built for blockchain - with far higher security than QR codes. Every scan is recorded and tracked. Suspicious Fingerprints can carry warnings or be cancelled in real time.



TECHNOLOGY



SECURITY



BRANDABILITY



BLOCKCHAIN



QR Codes

QR Codes are simple machine-readable codes, generated algorithmically. Content is visibly embedded, and can be read and generated by anyone – including bad actors. QR technology was designed for identification, not authentication.

QR Codes are based on published standards. Bad actors can build their own QR codes or readers. And even if QR codes include additional 'security' features like special inks or images, they all essentially look the same, so bad actors simply make their own look-alike codes which take the user to a fake authentication website.

QR Codes were not designed for consumer engagement. They look like machine code, and some link to a brand website, while others talk about a product – confusing consumers. There is now growing consumer awareness of the lack of security of QR codes.

QR Codes weren't built for blockchain. They are a fundamentally open technology which opens serious vulnerabilities in otherwise secure blockchain environments.

Take their word for it on QR Codes

“The best way to avoid malicious QR codes... is simply **not to use** them.”

IDG David Geer

Chief Security Online Magazine (2013)

“Better image recognition software will likely make QR **obsolete** in a decade.”

Masahiro Hara

The inventor of the QR code (2014)

***“The QR code is going to fade into **oblivion**
- **hopefully soon.**”***

Major multinational Laava partner (2018)