



**INSIDE Secure and SELINKO revolutionize wine and spirits anti-counterfeiting and anti-refilling with digital protection**

**CapSeal, a bank-certification level solution compliant with existing capsules, tackles the problem of fraudulent bottle refilling**

**Selinko and INSIDE Secure will demonstrate CapSeal during Vinexpo, May 27-29, 2014 in Hong-Kong**

**Aix-en-Provence, France, and Brussels, Belgium, May 27, 2014** – INSIDE Secure (NYSE Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, and Selinko, the object identification company, today announce the availability of CapSeal, a smart, patent-pending and secure system to fight counterfeiting in the wine and spirits market. This solution, an industry first, is aimed at solving the bottle refill problem, an increasing threat to the industry.

By using an NFC (Near Field Communication) smartphone or device to scan the chip embedded in the tag and the Selinko mobile application platform, any industry player or consumer can easily verify the authenticity of the bottle, confirming that it has not been previously opened. The chip confirms that the capsule on the bottle has not been tampered with and the cork has not been removed.

INSIDE Secure's highly secured CapSeal solution is certified against the highest worldwide certification standard (Common Criteria certification, EAL5+ level used for Electronic Passport-certification) and smart packaging solution. Combined with Selinko's innovative application platform, CapSeal is providing the wine and spirits industry a unique and most secure solution to solve counterfeiting and refilling problems.

"There is a strong demand from our customers to adopt a system that prevents the fraudulent refilling of bottles of wine and spirits and that can be easily implemented," said Patrick Eischen, CEO at Selinko. "INSIDE Secure's CapSeal combined with Selinko's platform is a technology breakthrough to tackle those problems."

The CapSeal patent-pending system is compliant with existing capsule bottles. This is important to allow brands and wine and spirits producers to solve the refill problem without replacing their standard corks and bottle caps.

According to market analysts, 20 per cent of wine sold worldwide is counterfeit (1). Statistics show that this figure reaches 50 per cent in some Asian countries, especially for high-end French wines (2). In the spirits market, 25 per cent of European imports in some Asian countries are counterfeit (3). For example, the refilling of empty high-end bottles is now the gold standard for counterfeiters, especially in China. For example, on average an empty bottle of grand cru Lafite can reach USD 450 (4). China is the largest red wine market in the world.

"INSIDE Secure and Selinko have been working closely together for more than a year to develop this solution, which combines a strong authentication mechanism with a tag deactivation when the bottle is opened," said Bernard Vian, EVP, Secure Transactions



division at INSIDE Secure. “We are very pleased to have succeeded and to provide the wine and spirits industry with the most effective anti-counterfeiting solution.”

CapSeal is the result of a strong collaboration between INSIDE Secure and Selinko. It consists of an INSIDE Secure VaultIC 150X chip connected to an antenna that is inserted on the neck of the bottle, just above the cork. To prevent anyone from refilling a bottle, the tag is mechanically deactivated when removing the capsule bottle.

For any further information about this wine and spirits anti-counterfeiting and anti-refilling solution, please contact Selinko at [info@Selinko.com](mailto:info@Selinko.com).

- (1) Robert Taylor, Wine Spectator, November 21, 2013
- (2) Jim Boyce, Matured two years: Nick Bartman’s investigation of fake wine, other IPR issues in China, June 3, 2012,  
<http://www.grapewallofchina.com/2012/06/03/matured-two-years-nick-bartmans-investigation-of-fake-wine-other-ipr-issues-in-china/> and  
[http://french.china.org.cn/business/txt/2011-12/05/content\\_24079033.htm](http://french.china.org.cn/business/txt/2011-12/05/content_24079033.htm)
- (3) Spirits Europe, [http://www.spirits.eu/page.php?id=80&parent\\_id=30](http://www.spirits.eu/page.php?id=80&parent_id=30)
- (4) Source: Jean-Michel Loubry

### **About Selinko**

A Belgian public limited company, formed in September 2012. Selinko developed the first secure and integrated platform giving each object a unique identity that can be verified by anyone. This identity enables us to provide a high-security brand protection solution for combating counterfeiting, both physical and online, by placing an NFC chip on each object. It also offers unique direct marketing and online sales services. Our solution is based on a standard technology from the banking world where it has been tried and tested for over 20 years. Each chip contains a certificate encrypted at hardware level, which can be read using an NFC mobile containing our secure application and guaranteeing completely secure communication between the telephone and the chip. Our solution is adapted to different sectors such as wines and spirits, luxury items, perfumes and cosmetics, art and design, sporting goods etc.

For more information, visit <http://www.selinko.com>

### **About INSIDE Secure**

INSIDE Secure (NYSE Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on INSIDE Secure’s mobile security and secure transaction offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives INSIDE Secure customers a single source for advanced solutions and superior investment protection.

For more information, visit <http://www.insidesecond.com>

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**SELINKO**  
EVERY OBJECT HAS AN IDENTITY

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