



LUX TAGTM

Everlasting Legacy



Proof of Ownership & Genuinity
using Blockchain Technology

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Looking at
Luxury Consumer Products
We identified some **serious** problems



And actually,

Looking at **Vehicles,**
Consumer Electronics,
Machinery and even
Pharmaceuticals

We see these problems prevail in slightly different mutations there, too.



THE LUXTAG SOLUTION

We are providing the first ever digitized certificates of authenticity for products (or machines, vehicles, etc.) on a blockchain that are updatable, can have memos attached, and their conjoint ownership can be flexibly transferred. In LuxTag, these certificates are fully-fledged accounts on the blockchain.

Such digital token accounts will be used to stop counterfeiting of items, track the status of the item throughout its life, and further provide post-sale big data to companies which is currently not an option.

The blockchain records these events and appends them to the notarization account which represents the tokenized luxury item. Past data is immutable.

manufacturer big data
access to adoption
use case data

anti - counterfeit
brand protection

anti - theft
ownership tagging



METHOD

Branding

Identity Creation & Endorsement

Creation

Create a LuxTag Asset Account on the Blockchain with a Digital Certificate Representing the Item

Transfer

Transfer Digital Certificates Between Owners

Update

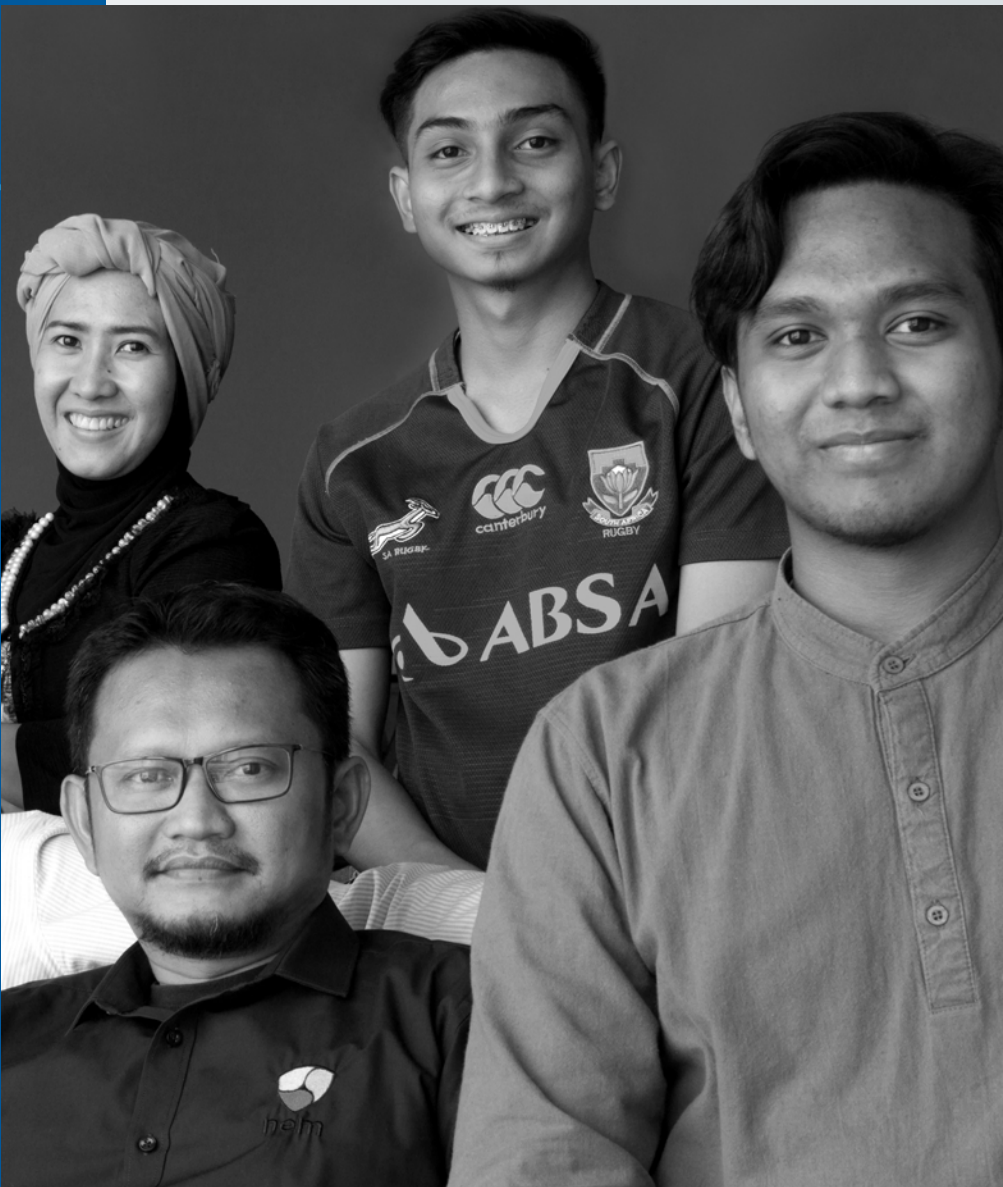
Appending New Information to the Asset Account

**Verification,
Audit and
Analysis**

Confirming Authenticity of Products & Analyze Big Data

**Backup and
Recovery**

Data and Assets are Safe



LuxTag
Conjointly
Owned
Blockchain
Asset Tagging

LUXTAG'S BUSINESS MODEL

The use of the LuxTag system generally does not require additional operational workloads for our clients. We encourage embedding the system into a mobile app & web app environment which is either already deployed - or one we will support to create.

We charge brand owners (manufacturers) a one-time implementation fee which varies depending on the project specific workload involved. We provide ongoing support and maintenance packages which clients are required to subscribe to maintain service.

Additionally, we have designed a specific *modus operandi* for enrolling already circulated items into the LuxTag blockchain-tagging system. This allows LuxTag to not only be for items produced in the future - but also extends the range of scope to previously sold items.

Imagine the possibilities...
You feel that shiver? Contact us.



FOUNDERS

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The founders are active participants in the NEM Blockchain Technology project and executive members of the NEM Association of Malaysia and NEM.IO Foundation in Singapore

TEAM MEMBERS

**Lon Wong, Advisor**

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FOUNDER MESSAGE

Thank you for your interest. Your interest alone shows that you are with us. With us - in the sense of fascination for disruptive and cutting edge new technologies. Whether you are seeking to deploy a LuxTag implementation for your company, invest in our project to leverage on its tremendous potential to be tapped during the coming months, or are simply generally interested - please feel invited to learn more about us, our invention and the product we made out of it.

After having run and exited several small-to-medium size businesses since 2002, I am prepared to take this project to the next level. **I decided to do this big or not to do it at all.** My previous businesses have been a cross-border e-shop for consumer electronics in Europe, an international wholesale trading business for telecommunications equipment, and a cybersecurity & IT system administration company.

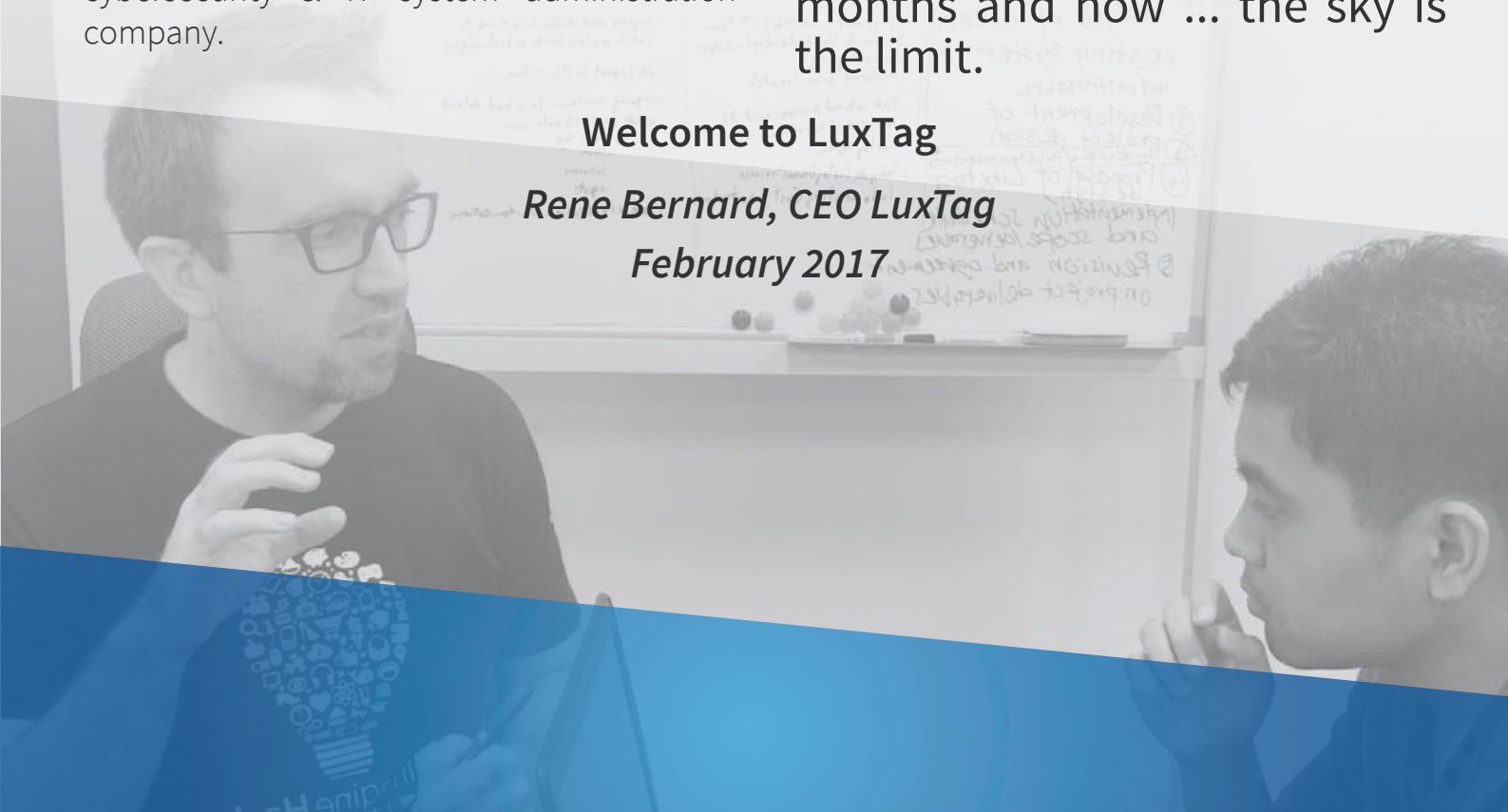
I also developed SecTel.io in 2015, a project offering military-grade VoIP security. Previous projects didn't reach a "really large" size, because my markets were too niche or the products were too market-segment-specific. In some cases, the limited uniqueness of the business project restricted growth due to the excess marketing funding required to match or overcome competitors' market exposure.

Now, with LuxTag things are different. With the support of my wonderful team and past experiences, we envision to make LuxTag a top-tier multi-million dollar enterprise. Our product is completely novel; we have the required market knowledge and the highly valued support of outstanding advisors. **We managed to create a working Proof-of-Concept with limited seed funding in less than three months and now ... the sky is the limit.**

Welcome to LuxTag

Rene Bernard, CEO LuxTag

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LUX TAGTM

LuxTagTM

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