

Booth demos and pre-show briefings being booked now:



Authena AG saves billions with phygital authenticity at scale, metaverse portability, and IoT traceability, disrupting the B2B2C supply chain at the single SKU level @ Swisstech Pavilion Eureka Park, Booth #61433

Media and Onsite Contact:

Kimberly Hathaway | kimberly@hathawaypr.com
for Authena AG at CES 2023 booth #61433 | +1 415-994-1097 WhatsApp, DM @HPRMedia

QR, holograms, and barcodes can be easily copied and counterfeited. Authena provides authenticity ownership certificates via NFTs and phygital seals at the SKU level, disrupting the supply-chain via sophisticated sensors and blockchain, and offers metaverse portability.

Authena's plug-and-play solutions allow brands and manufacturers to tag, track, and authenticate single products with a click of their customer's smartphone. The technology allows brands to turn individual products into autonomous tracking devices via sensors and blockchain.



Founded and headquartered in Zug, Authena is led by **founder Matteo Panzavolta**. Their technology eliminates counterfeiting at the source for B2C and complex B2B environments and provides a secure and trusted bridge between physical products and collectible digital twins in the Metaverse (NFT).



Product Details

Authena L1VE™ boasts the smallest rechargeable tracker at the single SKU level and monitors in real-time in 185 countries. Brands track their products using an AI-enabled dashboard with embedded alerts and analytics. Sophisticated sensors deployed via blockchain detect:

- Temperature changes and multi-environmental conditions
- Real-time location monitoring and “world first” capability for brands to steer supply chains across country borders, even with poor connectivity
- Self-detection of diversion attempts, percussion detection, or “rough handling”

In a world of counterfeit products and NFTs, **Authena M3TA™** provides **authenticity** and [ownership certificates via NFTs](#) associated with their physical twin. Companies can guarantee secure phygital, product safety with authenticity and ownership certificates and experiential benefits including portability to metaverse worlds.

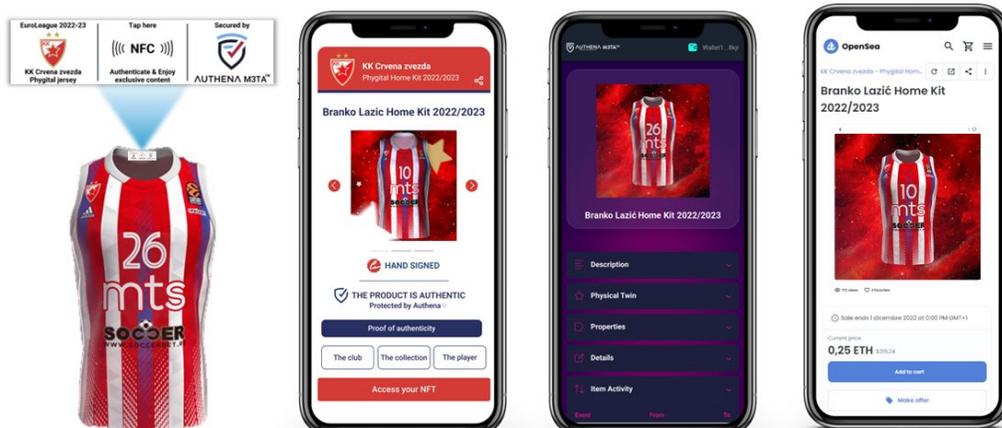
Authena Shield™, is an IoT blockchain end-to-end framework with a physical digital seal that provides security and authenticity for physical products, making counterfeiting difficult and unprofitable at scale.

Using multiple layers of encryption, Authena Shield™ enables direct alerts from the manufacturer to the consumer related to product tampering or damage at every touch point in the supply chain – from initial sealing to the receipt and opening of the product by the consumer.

Authena technology has been working in more than 75 countries with more than 20 customers, many of them global corporations that are moving from pilot to production integration.

Real-time supply chain monitoring at the SKU level, disrupting the industrial tracker market for:

- [Pharma](#) - working with one of the largest pharma companies in the world currently under NDA
- Sports memorabilia - Phygital collectible pre-sold through NFT for the [Serbian basketball team and in collaboration with Adidas](#).
- Wine and spirits - [Bored Gorilla wine linked to NFT collection](#) unlocking phygital benefits for the owners; limited release of [“Karl Locher’s 60th – Founder’s Anniversary Reserve” Swiss whiskey](#) NFT secured physically and in the metaverse, each bottle value increased to about 5'000 CHF.
- [Fragrance and cosmetics, luxury goods](#), industrial applications



Prepared by Authena AG • www.authena.io

AUTHENA VIDEO AND PHOTO LINKS

CEO Matteo Panzavolta video Swissnex in San Francisco, May 2022: "Authena saves lives"
<https://www.youtube.com/watch?v=Dy9YqWt6tX4>

CEO Matteo Panzavolta video at Tech Crunch Berlin, 2019 - Authena (formerly Acatena) a blockchain "Top Pick"
<https://techcrunch.com/video/acatena-blockchain-product-verification-tc-top-picks-berlin>

SÄNTIS MALT - KARL LOCHER'S 60TH FOUNDER'S ANNIVERSARY RESERVE - NFT Claiming Guide Video (demo of how Authena Shield™ works)
https://youtu.be/7FAj-2l_4Kc



PHOTO CREDIT: AUTHENA AG

Google Drive with still photos, product sheets and graphics
<https://drive.google.com/drive/folders/15diSI0mUq3exxo5y9lUUhHI-0m-9uik-v?usp=sharing>

