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**Authentix Announces Sherlock, A New Offering in the Fight Against Counterfeiting**

Addison, TX., October 18, 2016 – Authentix<sup>®</sup>, a leading global authentication and information services company, announces Authentix Sherlock<sup>™</sup>, an end-to-end authentication offering for brand owners that includes an integrated system of security markers and readers, a powerful data information system, and robust services.

Sherlock has the capability to deliver brand insights directly to a smartphone, tablet, or computer. Brand owners and investigators can now quickly identify counterfeiting hot spots and trends in counterfeiting activity of their products around the globe.

“Sherlock will assist brand owners and investigators in locating the sources of counterfeiting activity in their global supply chains as well as simplify the case management process,” says David Schneider, Vice President and General Manager, Authentix Brand Business. “Authentix has taken the Internet of Things framework and applied it to brand protection creating a dynamic global view for brand owners to assess their supply chains and distribution channels and take action.”

Sherlock is built to be mobile. The Authentix HVX 3000, the third generation hand-held field authentication reader, fits in your pocket and connects via Bluetooth to the Authentix AXIS<sup>®</sup> Information System. Authentication is instantaneous and the field data and location information is stored and analyzed within AXIS.

Sherlock includes services to advise brand owners on the design of a brand protection program, provide implementation services (including training and certifying your printers and contract manufacturers) and operations support to ensure the success of an authentication program.

Authentix authentication programs are currently in place at seven of the top 25 global pharmaceutical companies.

**About Authentix:**

Authentix, a leading global authentication and information services company, assists customers in combating illicit trade and managing the integrity of their global supply chains. With comprehensive end-to-end authentication solutions we help safeguard customers in refined fuels (e.g. gasoline, diesel, lubes, and LPG) and branded products (e.g. pharmaceuticals, agrochemicals, and spirits industries) from counterfeiting, product theft, product diversion, and adulteration. In addition, we help protect currencies for many leading central banks.

Headquartered in Addison, Texas USA, Authentix, Inc. has offices in the US, UK, UAE, and Africa serving clients worldwide. For more information, visit [www.Authentix.com](http://www.Authentix.com).