



MotifMicro™

## Welcome!

To YPB's pre-release programme of MotifMicro™ (MM1) for iOS by this stage you would have received your email invitation to join the programme and download the software. If you can't find the invitation please reach out to your YPB contact person.

Included with this guide you will find three trial cards embedded with MotifMicro that will allow you to experience a number of technologies **1) QR Code 2) GS1 Barcode 3) YPB's Logo** to provide examples on how consumers could authenticate and engage using YPB's MotifMicro app = Authenticity Triggers Engagement.

## MotifMicro™

MotifMicro leverages our proprietary microparticle technology in conjunction with advanced machine learning and object recognition to provide brands with a highly reliable way to protect products throughout the supply chain through the use of an unaided smartphone.

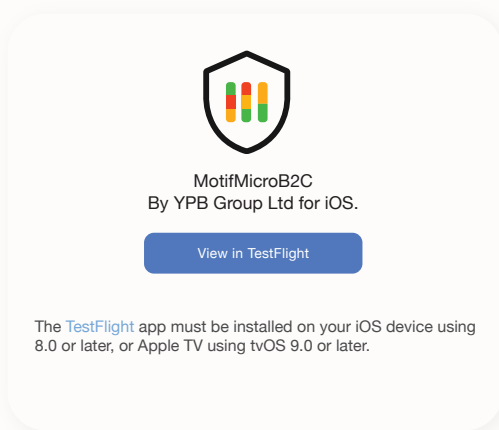
Through a process that embeds MotifMicro within packaging material from the start of a product's production, whether it's integrated into the ink, varnish and into the shrink wrap, the product packaging design is left unchanged, and will allow the production process to remain unchanged.

MotifMicro is invisible to the human eye, cannot be replicated, imitated or destroyed once it forms part of the product packaging. MotifMicro is certified by SGS as safe for food contact under US FDA and China rules.

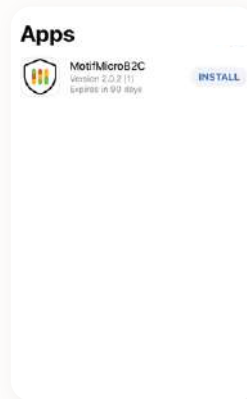
## Getting Started

Each card provided will demonstrate 'smart packaging'. A logo is used in this case, however we can train on almost any **logo design, GS1 barcode, or QR code** allowing you to authenticate the MotifMicro microparticles embedded within the card.

1



2



TestFlight  
Beta testing made simple



MotifMicro™  
Smartphone readable technology

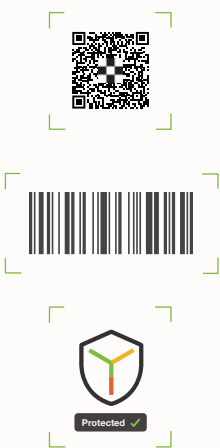
Open TestFlight to install the MotifMicro app

On your smartphone device open the TestFlight MotifMicro invitation email, press the **View in TestFlight** button to install TestFlight

5

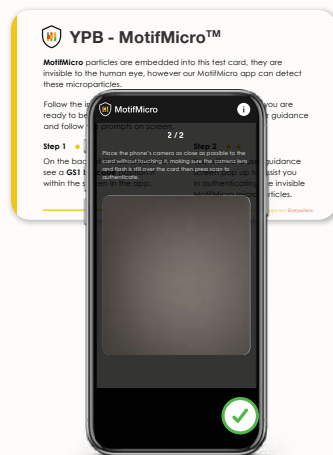
Remember to try the scanning experience with each of the different trial cards: **QR code, Logo, GS1 Barcode**

3



Open the MotifMicro app then follow the prompts within the app and you can begin to scan your trial cards included in this letter

4



Follow the instructions within the app and remember to keep your phone camera lens within the frame of the cards at all times

**YPB - MotifMicro™**

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MotifMicro particles are embedded into this test card, they are invisible to the human eye, however our MotifMicro app can detect these microparticles.

Follow the instructions in your pilot programme letter then you are ready to begin. Open the MotifMicro app to begin the user guidance and follow the prompts on screen.

**Step 1** ● On the back of this card you will see a **QR code** position it within the screen in the app.

**Step 2** ●● You will see a user guidance screen pop up to assist you in authenticating the invisible MotifMicro microparticles.

*Protecting brands. Triggering engagement. Everywhere.*