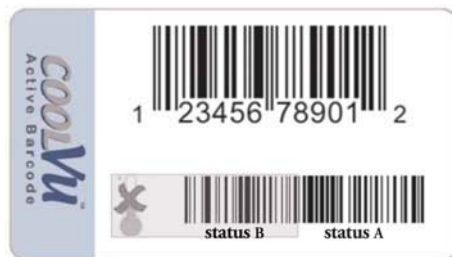


Product Description:

CoolVu Active Barcode technology turns industry standard barcode symbols into smart traceability tools. Based on the CoolVu metal TTI technology platform, a time temperature dependant reaction causes the barcode to change its optical properties, resulting in a situation in which an additional part of the barcode becomes readable following a pre-defined temperature abuse. This allows for an electronic reading of the visual change of the barcode label with standard barcode scanning equipment. A quick, accurate barcode scan, at any defined point within the supply chain, allows users to take crucial “go” or “no-go” decisions based on the actual aggregate temperature history of the product to that point.



On activation – barcode reads “status A” After temperature threshold reached, barcode reads “status B”

Product status: Advanced Development

Application:

The CoolVu Active Barcode technology is suitable for use in refrigerated supply chains, and is applied on carton/crate level for internal logistics and quality assurance controls. The Active Barcode technology can be incorporated into any industry standard barcode protocols, and requires no software adjustments to existing barcode generation or supply chain software.

Features, Advantages & Benefits:

- Flexible in size and design
- Utilizes existing barcode symbology, requires no software changes
- No special handling or storage requirements necessary before activation
- A simple activation mechanism means no large capital outlay in the implementation process
- The active barcode can be calibrated to match almost any temperature abuse threshold
- Low total cost of implementation and use

