Thales Gemalto Color Shifting Authentication Products
Multi-layer optical films consist of hundreds of thin layers of polymers. The films reflect and refract light between the layers, allowing unique color shifts to occur at different viewing angles. The addition of subsurface printed graphics can make additional color shifts visible through the film. Embossed patterns are added to help enhance security, ease authentication, and add visual attractiveness to the film. Minimal training is needed for end users to authenticate the product. Optional covert features can also be used to help further increase security.

Typical applications of Gemalto Color Shifting Authentication Products include securing electronics, pharmaceuticals, and other high-value products. Typical formats include pressure sensitive labels or security strips on various label stocks.

Gemalto Color Shifting Authentication Products can help companies address counterfeiting, diversion, and warranty fraud. These products are ideal for end-user authentication, helping to protect a company’s most valuable assets – their customers, their reputation, and their brands.

Gemalto Color Shifting Authentication Products provide:

- Proprietary clear-to-cyan technology, film is clear when viewed straight-on, then shifts to cyan when viewed at a large angle
- Custom indelible mark is multi-colored when viewed straight-on, then shifts to blue when viewed at a large angle
- Textured feel of embossed, indelible mark allows for tactile authentication
- Optional covert features can be added to enhance security

Clear-to-Cyan Technology

- Film is clear when viewed straight-on, then shifts to cyan when viewed at an angle, allowing for easy authentication
- Shift from clear to a color is unique when compared with traditional color-to-color shifts available with inks
- Custom indelible mark is multi-colored when viewed straight-on, then shifts to blue when viewed at an angle
- Optional subsurface colored graphics can create additional color shifts when viewed through the film