



# Authenticity, Transparency & Biometrics:

*Presentation for Universidad de las Américas Puebla*

A New Era with

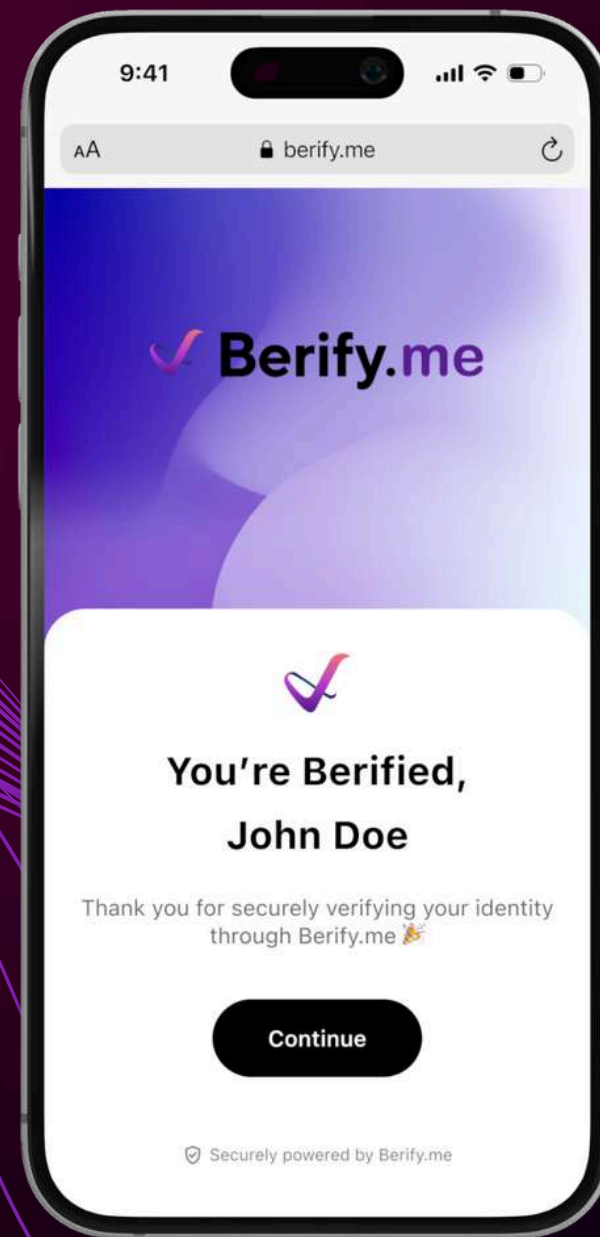
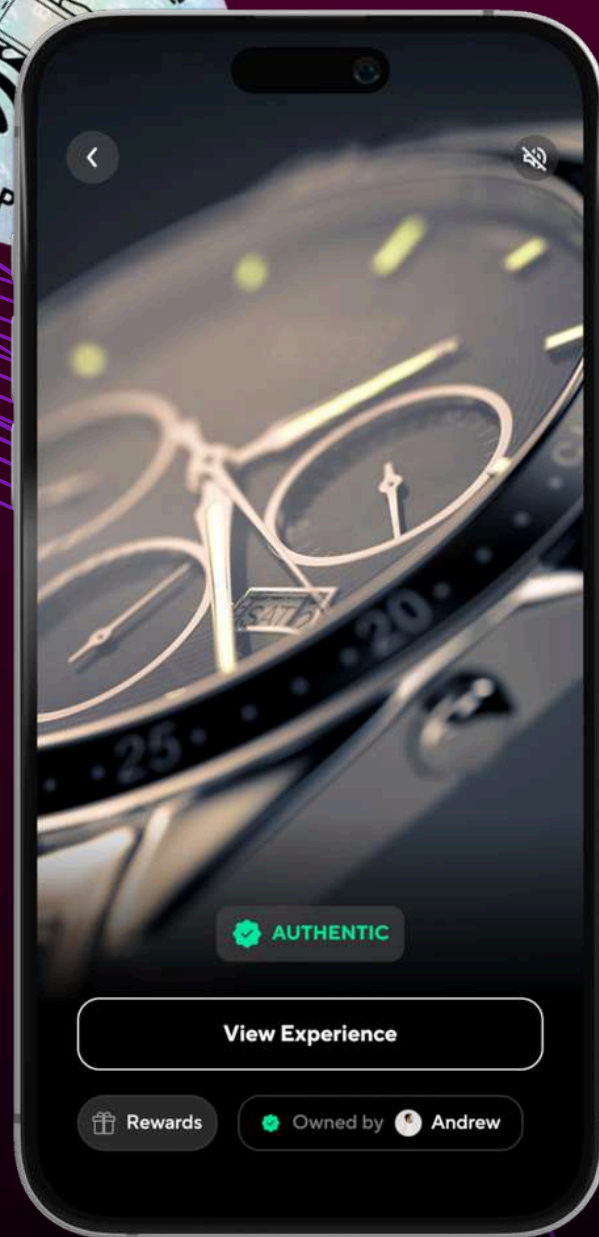
✓ **Berify**

✓ **Berify.me**

Presented by: Dan Kang

# Trust in the Digital Age

- **Authenticity** and **transparency** are essential in today's digital world
- Traditional systems (paper credentials, visual inspections) are easy to forge
- **Biometric authentication** provides a secure solution for identity and product validation
- Relevance for:
  - Universities (student identity & exam security)
  - Mexico (product certification & global reputation)



# The Role of

✓ **Berify**     ✓ **Berify.me**

**Berify.io:** Authenticates products using blockchain, biometrics, and NFC technology.

**Berify.me:** A biometric identity verification system for students, employees, and businesses.

✓ Prevents fraud & counterfeiting

✓ Provides instant, verifiable credentials

✓ Tamper-proof, real-time authentication

# Biometric Student Credentials: The Future of Campus Security

Universities need secure digital identities because conventional student identification methods are prone to fraud, while paper records can be easily lost or altered. By implementing a faster and more reliable authentication system, institutions can enhance security, boost efficiency, and cultivate greater trust in academic credentials.



## Security

Biometric student IDs prevent identity fraud and eliminate fake credentials by ensuring only authorized access.



## Efficiency

Biometric credentials enable faster student verification and streamlined access to dorms, libraries, and exams without the need for physical cards.



## Credibility

Blockchain-verified transcripts ensure tamper-proof records that are easily shareable and instantly verifiable by employers and institutions.

# Benefits of Biometric Authentication for Student Credentials

Biometric authentication revolutionizes student credentials by significantly improving security, efficiency, and transparency. **Berify.me** equips universities such as UDLAP with the tools to issue secure, verifiable, and fraud-resistant digital identities, facilitating seamless access to both campus facilities and digital platforms.



- Eliminates Identity Fraud & Fake Credentials
- Secure Campus Access
- Fast, Frictionless Student Verification
- Digital & Blockchain-Based Credentials
- Exam & Attendance Security
- Secure Campus Payments & Transactions
- Stronger Cybersecurity for Digital Learning

# Academic Credential Fraud: Challenges Universities Face

*In an increasingly competitive and global job market, trust in academic qualifications is essential. But institutions face real challenges:*

## ✓ Fraudulent Credentials

Fake diplomas and student IDs weaken trust in academic credentials.

## ✓ Lost or Inaccessible Documents

Lost or unverifiable transcripts hinder the retrieval of academic records.

## ✓ Identity Theft & Misrepresentation

Unauthorized individuals can take exams or attend classes under false identities, compromising integrity.

## ✓ Lack of Real-Time Authentication Tools

Institutions, employers, & governments struggle to verify credentials efficiently.



# How Berify.me Solves These Challenges

AI & Blockchain in University Security

AI-Powered Biometric Authentication 

Blockchain-Based Digital Credentials 

Secure & Contactless Campus Access 

Real-Time Verification 

## AI-Powered Biometric Authentication

Biometric authentication (face, fingerprint, voice) ensures secure, fraud-proof student verification with AI-driven accuracy.

## Blockchain-Based Digital Credentials

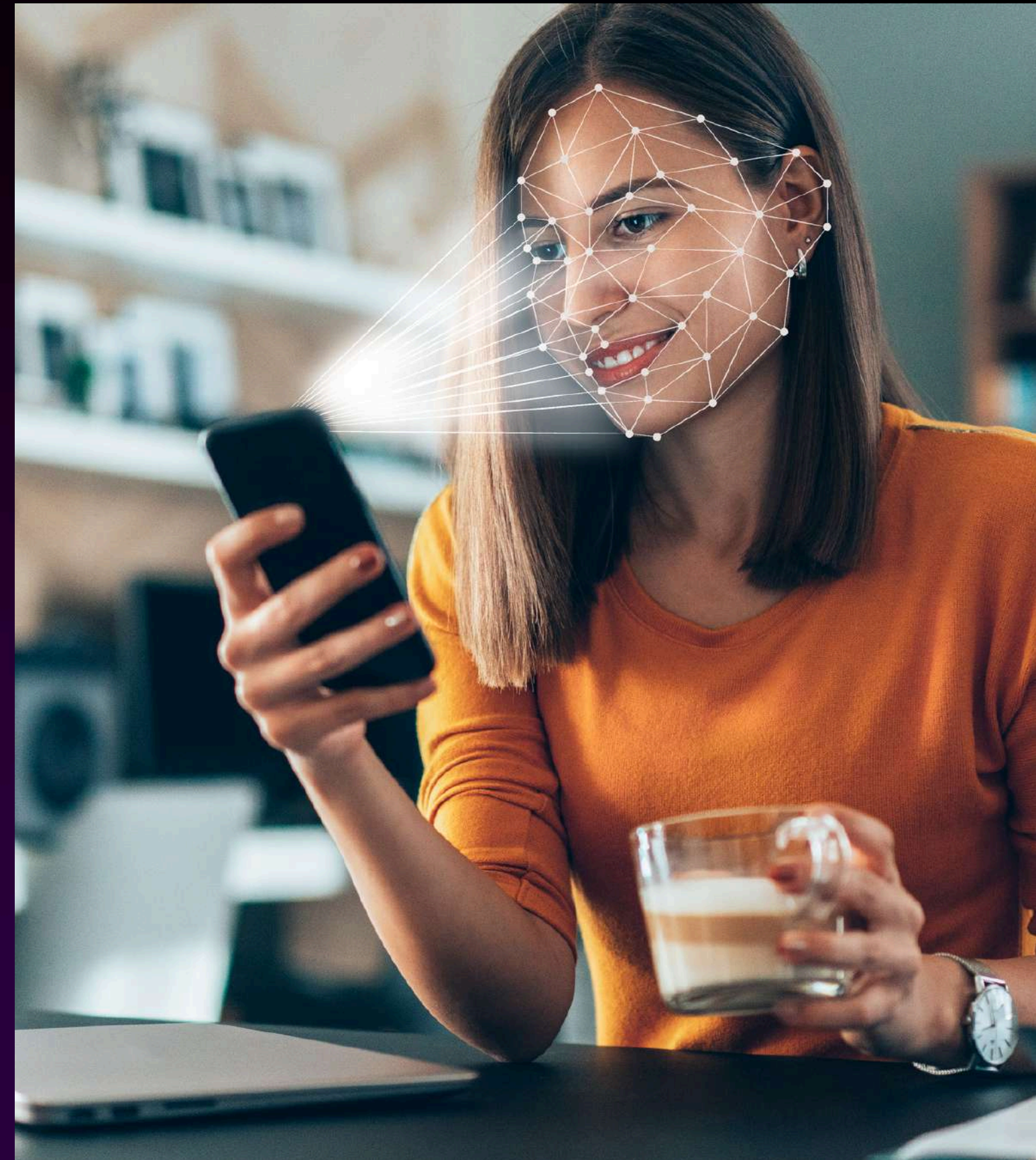
Blockchain secures student IDs, transcripts, and diplomas, preventing forgery and enabling instant verification.

## Secure & Contactless Campus Access

AI-powered biometrics enable secure entry to campus facilities, replacing physical ID cards with facial recognition and QR access.

## Real-Time Verification

AI authenticates student attendance through webcam, voice recognition, and gaze detection to prevent impersonation.



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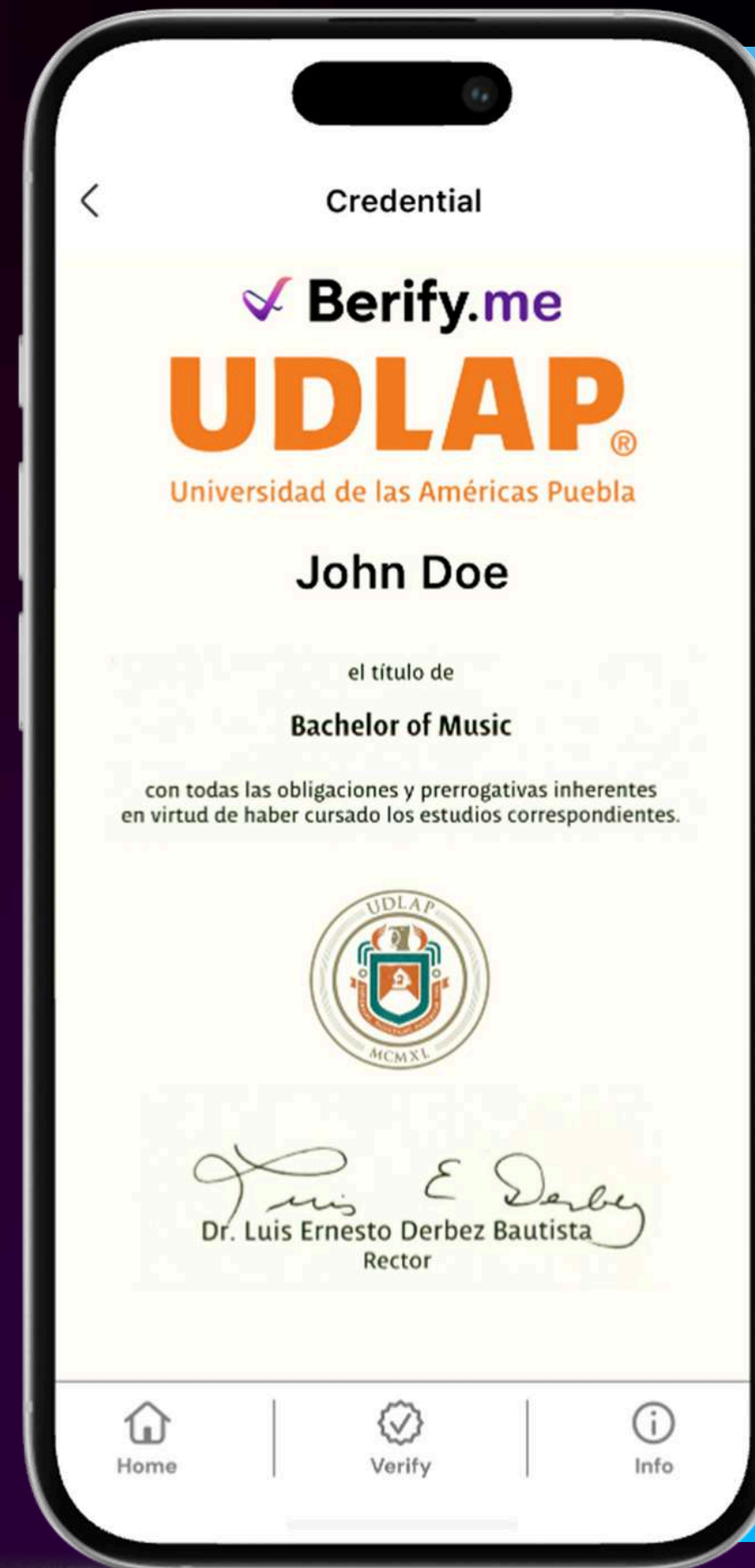
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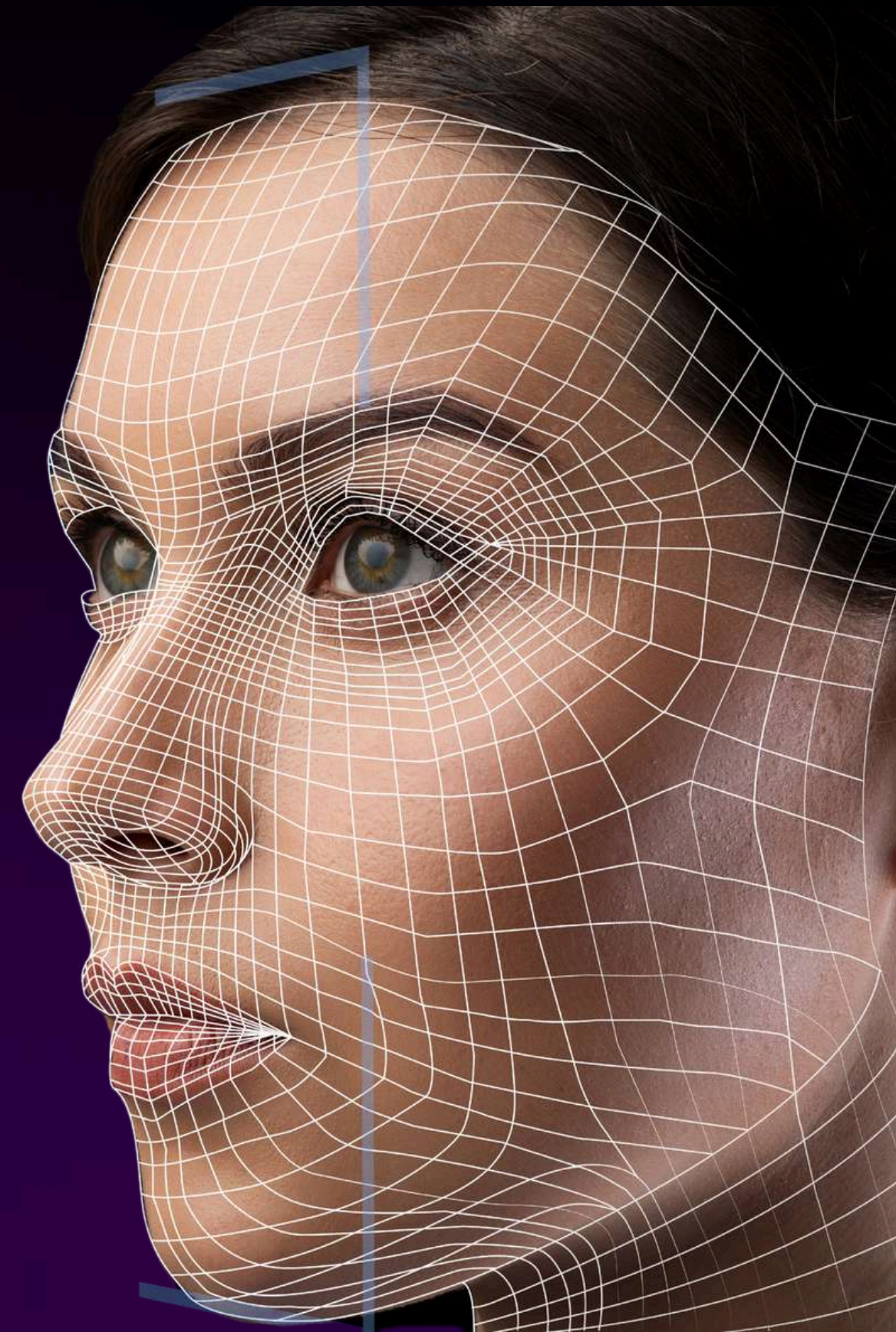
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# Authentic Made in Mexico Products

Protected by Blockchain technology for immutability and transparency.

We help protect Mexico its cultural identity while securing fair market value for its authentic products.



## Mexico's Global Reputation at Risk

Counterfeits threaten Mexico's reputation & economic growth.



## Economic & Cultural Impact

Loss of revenue for artisans, brands, and the national economy.



## Demand for Proof of Authenticity

Consumers expect transparency and instant verification before purchasing premium goods.

# Challenges in Product Authentication

## Authorities seize over 200,000 counterfeit Chinese products in Mexico City

MND Staff November 29, 2024



*The aim of the operations is to protect Mexico's textile and other industries and to "eradicate illicit practices that affect the public and the national economy." (Pablo Vázquez Camacho/X)*

### 01 Counterfeit & Imitation Products

Fake tequila, textiles, and handcrafted goods in global markets hurt Mexico's reputation and affect revenue streams.

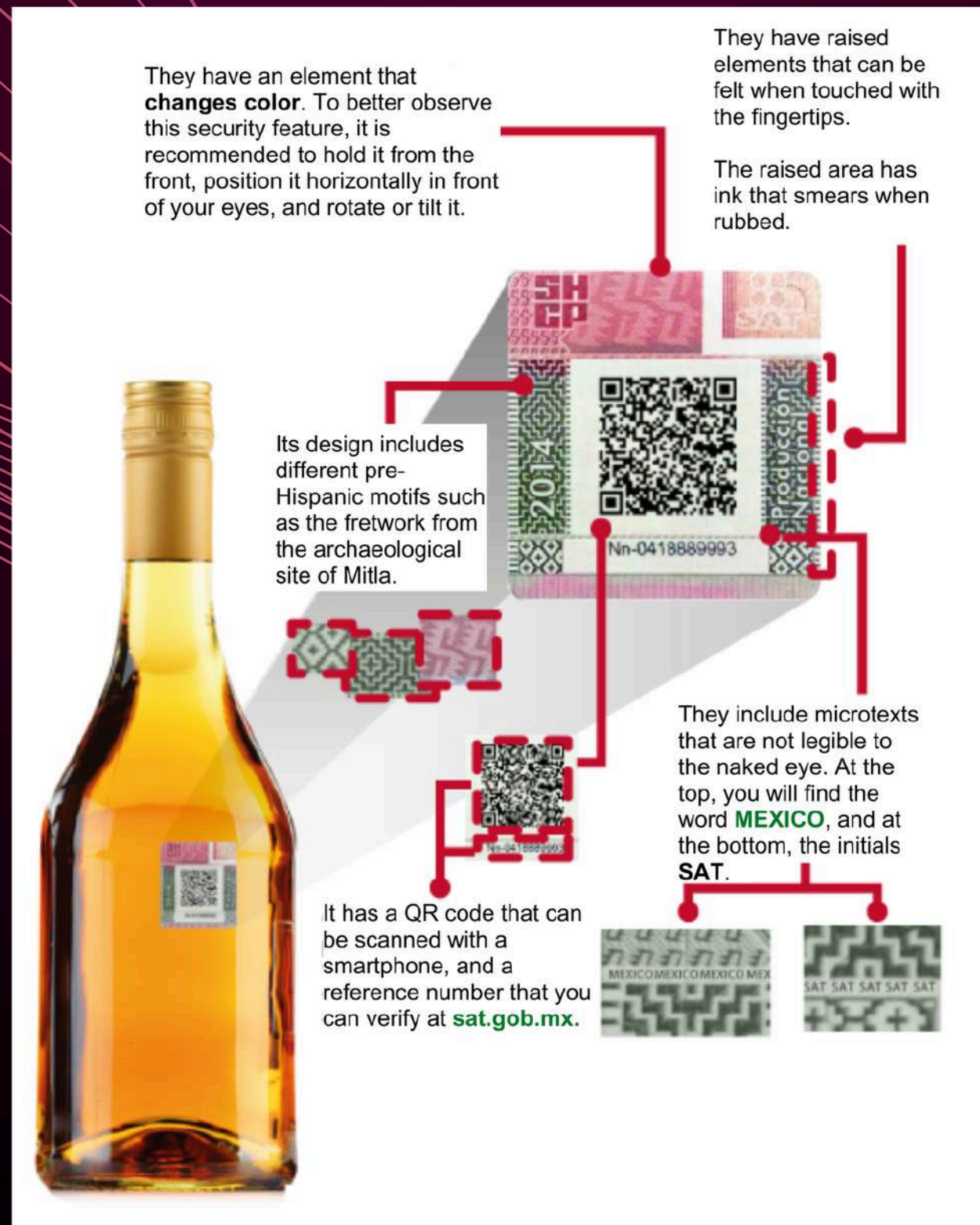
### 02 Supply Chain Transparency

Complex supply chains make tracking products difficult, leading to fraud, dilution, and lost authenticity.

### 03 Consumer Trust & Certification

Buyers demand authenticity, but paper-based certifications are easily forged and hard to verify instantly.

# Mexico's Current QR-Based Authentication System



## Easily Replicated

QR codes can be copied or spoofed, making them vulnerable to fraud.

## No Real Authentication

They lack biometric verification or tamper-proof data validation.

## Limited Supply Chain Data

Most systems don't provide full traceability from origin to consumer.

## No Blockchain Integration

Product information is kept centralized, posing risks of data loss or manipulation.



# NFC Tags & Blockchain Authentication

Berify.io introduces a revolutionary solution that enhances existing QR-based systems by integrating **NFC-enabled smart tags** backed by **blockchain authentication** — without changing the way things look for consumers.

## Encrypted NFC Smart Tags

Each tag is unique token ID, creating a secure, tamper-proof digital identity that cannot be cloned.

## Immutable Blockchain Data

Supply chain events are recorded immutably on a decentralized ledger, ensuring tamper-proof records.

## Full Transparency

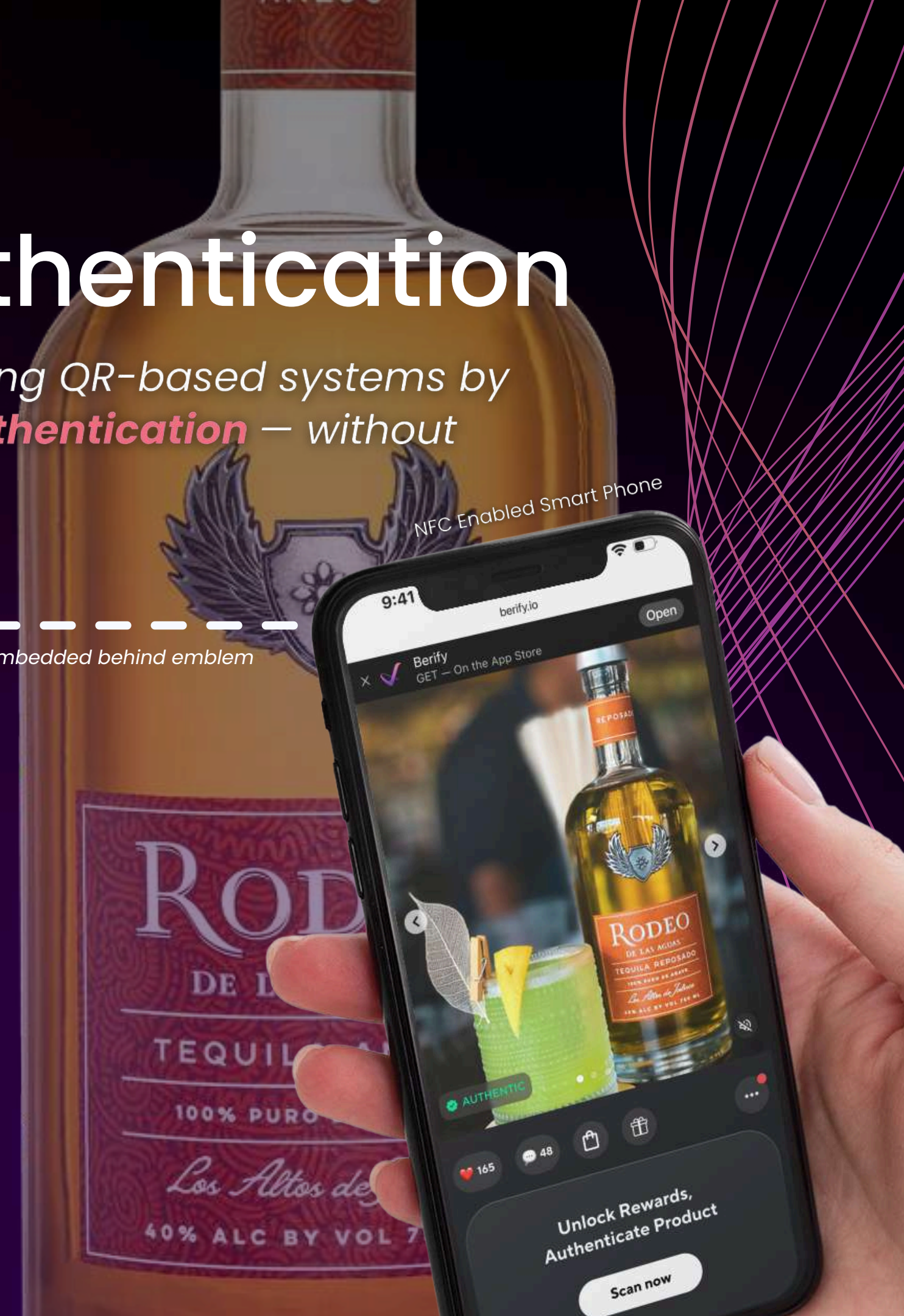
Consumers gain real-time access to the full product journey — from origin to sale.

## Instant Authentication

Tap or scan the tag to instantly confirm origin, certifications, and supply chain integrity.



\*NFC Embedded behind emblem



NFC Enabled Smart Phone

# Global Market Access & Trust

*Unlocking International Trust for “Made in Mexico” Goods*

Mexico’s cultural exports—from spirits to crafts—deserve protection and recognition in global markets. **Berify.io** enables verifiable transparency that supports authenticity, traceability, and brand value.

## Verified Export Certification

Authenticity-proofed tequila (CRT-certified), mezcal (COMERCAM-certified), textiles, and handcrafted goods can confidently enter global premium markets.

## End-to-End Supply Chain Traceability

Blockchain-backed tracking ensures every step—from production to export—is verifiable, protecting brand reputation and consumer trust.

## Industry-Wide Protection & Growth

Education credentials, artisanal crafts, luxury fashion, and organic products benefit from fraud prevention, sustainability verification, and enhanced global recognition.

# Protecting Mexico's Cultural & Economic Identity

Berify.io empowers Mexico to defend its rich cultural heritage and economic value by authenticating products through secure digital technology. From handcrafted goods to certified spirits, traceability is now possible at every step of the supply chain.

Using blockchain, biometric verification, and smart tagging, Berify.io ensures that "Made in Mexico" truly means authentic, tamper-proof, and globally respected.

