



ISRA joins the Ariane Consortium to help luxury brands safely connect valuables to their digital twin through a 100% blockchain compatible NFC crypto Tag

- All Ariane's brands partners and members can now benefit from the technological expertise of ISRA regarding product authentication through NFC technology

- Ariane & ISRA are working on the development of a new generation of 100% non-replicable NFC Crypto Tag able to sign off on blockchain transactions using its built-in private key. Release expected in 2022.

Paris, 28 April 2021 - ISRA, a French company specialised in the design and manufacture of smartcards and crypto tags for trademark protection and anti-counterfeiting, and Ariane, a global specialist in the digital certification of valuables, have announced their official partnership today. Together, the two technological leaders will offer fashion and luxury brands NFC chips that perfectly match specific needs they have to connect their products to its digital twin. This partnership will be followed by the development of a 100% unforgeable new blockchain-based NFC crypto tag.

[Jean-Pierre CHAUVIN](#), CEO ISRA says: "We are very delighted to join the Ariane consortium. This partnership reflects our desire to collaborate with companies that share our vision of innovation. Ariane is already a key partner for fashion & luxury brands and we cannot wait to bring even more traceability means to their partner brands."

[Carloman GRELU](#), CTO ISRA, adds "Teaming up with Ariane to be able to provide 100% secure blockchain compatible NFC crypto tags for the luxury & fashion industry is something we are extremely proud of. Being able to merge at very deep-down cryptographic levels those two strong technological bricks is a key achievement for enhancing data protection and traceability purposes. Ultimate beyond step will be to engrave the crypto capabilities into the silicon of the NFC chip."

[Pierre Nicolas Hurstel](#), CEO & co-founder of Ariane declares: "We are more than pleased to welcome ISRA within the Ariane consortium. The specificity of their unforgeable NFC tag is something very new and wanted in the fashion & luxury industries which makes them a strategic partner for us"

[Julien Romanetto](#), co-founder and CIO of Ariane adds: "Through this new generation of NFC tag, ISRA will make it possible to truly connect blockchain to the real world and we could not be more proud to announce this new partnership."

HOW DOES IT WORK?

- **THE DIGITAL PASSPORT: When a customer purchases an item from a brand using Ariane technology, they receive a digital passport on their smartphone which includes all of the product's information. In case of resell, the digital passport is transferred with the item and offers the new owner a guarantee of authenticity and good faith. On the other side, brands can track all transactions concerning their**



products, allowing brands to remain in perpetual, encrypted, and secure contact with the product owner.

- **THE NFC crypto Tag:** Each NFC Crypto Tag will be unique and contains a self-generated certificate which will be linked to the digital passport. Each unique certificate which will be on-chip generated could then be transferred through the NFC interface and verified by the blockchain servers. . The result of the check appears on the phone screen. In real time the user has the information on the authenticity of the product. (100% secure & non falsifiable)

ABOUT ARIANEE

Founded in 2017, Arianee is an independent, nonprofit consortium whose mission is to implement a global standard for the digital certification of luxury goods. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable digital identity. This digital “identity card” opens up a secure, permanent, and anonymous communication channel between brands, products, and owners. Powered by blockchain technology, this solution is open-source and decentralized. <https://www.arianee.org> Arianee proposes the first SaaS platform, backed by the first mobile solutions which allow brands a comprehensive use of Arianee’s protocol. On March 11th, 2021, Arianee announced funding of €8 million to further develop our technology and meet the growing demand from fashion & luxury brands.

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ABOUT ISRA

ISRA is an independent French company specialising in the design and manufacture of cards, customised media and IOT products, mainly dedicated to trade, access control, identification, and luxury universe. As well as its products, ISRA offers a wide range of services such as printing, customisation, contact or contactless chip integration, card programming and routing operations.

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